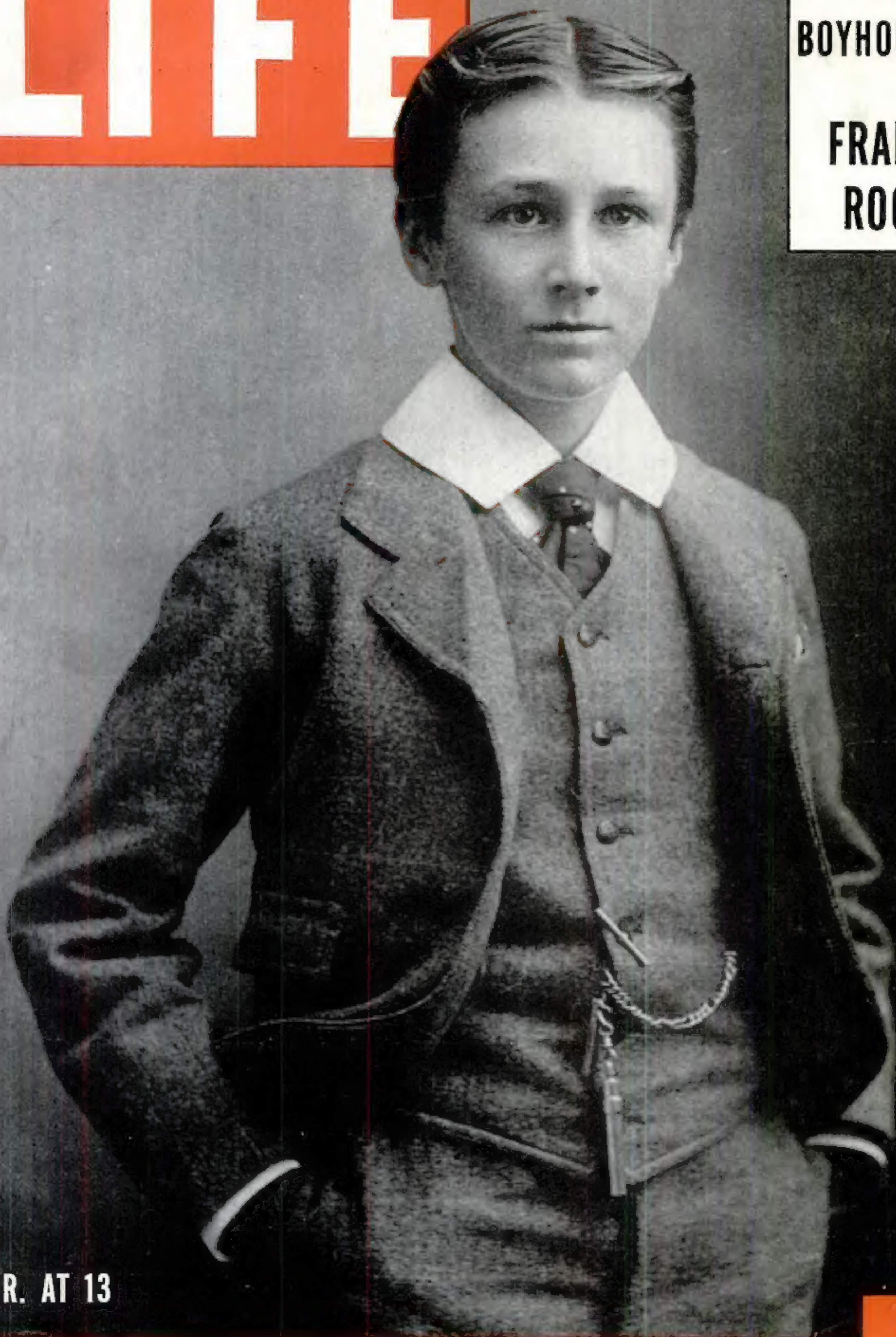


LIFE

In this issue
THE
BOYHOOD LETTERS
OF
FRANKLIN D.
ROOSEVELT



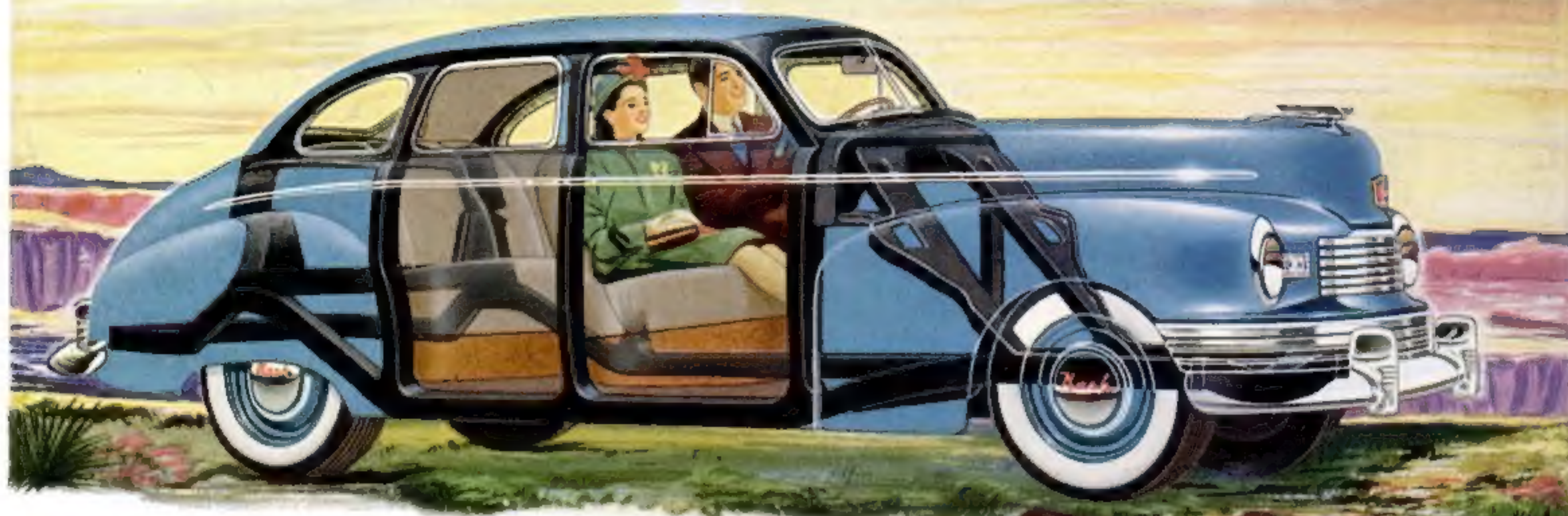
F.D.R. AT 13

OCTOBER 6, 1947

15 CENTS

YEARLY SUBSCRIPTION \$5.50

A new day dawns



White side-walled tires at additional cost when available

A new day is dawning in the history of the automobile.

... A new day of super-safety, with gigantic steel girders replacing the usual body bolts.

... A new day of bigger, more comfortable cars, operating on phenomenally little gasoline.

... A new day in which cars won't rattle or squeak in body or frame ...

This is what you see in the X-ray view of a Nash "600"—built with a SINGLE UNIT body and frame!

And the difference is something you can see and feel in a Nash "600" immediately.

You see it in amazing gasoline mileage—better than 25 miles a gallon, at average highway speed.

You see it *inside* a Nash ... in far more head-room,

leg-room, seat-room ... wider doors ... and accommodations for a Nash Convertible Double Bed.

You feel it in performance. A Nash "600" is so much livelier ... quicker in traffic, easier to handle ... and rides so smoothly with soft coil springs cushioning all four wheels.

You hear it in the hushed silence of a Nash.

Yes, engineers predict that this new-day construction will someday be offered in all cars. It's inevitable—the *right* way to build an automobile.

But—you have it *today* in a Nash "600." And the research, engineering and manufacturing skill that have gone into this new kind of car is the recognized top job in the automotive industry.

There's a new kind of automobile dealer in America today, too. That's where you'll see the new 1948 Nash "600" and Nash Ambassador.

YOU'LL BE AHEAD WITH

Nash
GREAT CARS SINCE 1902

Nash Motors Division, Nash-Kelvinator Corp., Detroit

Don't expect a Royal Welcome
if you bring
INFECTIOUS DANDRUFF!



Get after it quick with **LISTERINE ANTISEPTIC!**

THE look on her face says more than a thousand words—nice people just don't care to mix with a case of infectious dandruff!

Don't think for a minute you can laugh off this troublesome condition. Infectious dandruff is *easy* to catch, but *hard* to get rid of. So don't fool around. At the first sign of objectionable flakes and scales start with Listerine Antiseptic and massage.

Antiseptic action is important

where germs are present, and Listerine Antiseptic kills germs on the scalp by the million, including *Pityrosporum ovale*, the "bottle bacillus" which many authorities recognize as a causative agent in infectious dandruff.

Scalp and hair are given an invigorating antiseptic bath. Almost at once excess flakes and scales begin to disappear. Your scalp feels delightfully fresh.

In a series of tests 76% of dan-

druft patients showed complete disappearance of, or marked improvement in, the symptoms of dandruff at the end of 4 weeks of twice-a-day Listerine Antiseptic treatments. Listerine Antiseptic is the same antiseptic that has been famous for more than 60 years in the field of oral hygiene. Lambert Pharmacal Company, St. Louis, Missouri.

The **TESTED TREATMENT**

This One



1BD2-6X3-E9HW

"Let's jot down these new numbers!"

cried Woody Herman
Columbia

37885

JUST OUT!

"Boulevard of Memories"
"Civilization"
(Bongo, Bongo, Bongo)

call Buddy Clark
Columbia 37592

A NEW BEST BET!

"I Kiss Your Hand, Madame"
From "The Emperor Waltz"

"They're Mine—They're Mine—They're Mine"
Orchestra under the direction of Mitchell Ayres

Gene Krupa
at Columbia
37875

REALLY SUPAH!

"Fun And Fancy Free"
Vocal by Buddy Hughes
From The Walt Disney Production
"Fun and Fancy Free"

"I'll Never Make The Same Mistake Again"
Vocal by Buddy Hughes
Gene Krupa and his Orchestra

get Dorothy Shay
Today! Columbia
37189

THE PARK AVE.
HILLBILLIES HIT!

"Feudin' And Fightin' "

"Say That We're Sweethearts Again"
Orchestra under the direction of
Alacha Russell

call Les Brown
at Columbia
37830

HIS LATEST GREATEST!

"Sentimental Rhapsody"
Vocal by Eileen Wilson
(Based on Theme from "Street Scene")
"Jumpy Stumpy"

✓ ✓ **Columbia Records** 

These Popular Artists Record Exclusively for Columbia Records


FRANK SINATRA
DINAH SHORE
HARRY JAMES
FRANKIE CARLE
RAY KYSER
WOODY HERMAN
XAVIER CUGAT
LES BROWN

GENE KRUPA
EDDY DUCHIN
BUDDY CLARK
CLAUDE THORNHILL
DUKE ELLINGTON
DICK JURGENSE
THE MODERNAIRES

TOMMY TUCKER
ELIJAH LAWRENCE
RAY NOBLE
DOROTHY SHAY
PEARL BAILEY
CAB CALLOWAY
THE CHARIOTEERS

GOLDEN GATE
QUARTET
FRED LOWERY
TONY PASTOR
DORIS DAY
THE THREE FLAMES
THE DELL TRIO

VICTOR BORGE
JANE RUSSELL
HAZEL SCOTT
HARRY OWENS
ALVY WEST
ERNE ANDREWS
ROBERT MAXWELL
MARY ANN McCALL

Trade-marks "Columbia" and  Reg. U. S. Pat. Off.

AMAZING NEW SAPPHIRE NEEDLE!

It's tailored to fit the record groove for flawless reproduction — for less surface noise, less record wear. Plays up to 10,000 sides. It's the new Columbia "Tailored-Tip" Sapphire needle, shadowgraphed for uniform perfection! ONLY \$1.50
1 Trade-mark





Have you sent in your
name for Elsie's new
BABY?

\$25,000.00

in cash prizes!

(including dealer prizes)

**Contest closes
midnight, October 31**

Contest closes midnight, October 31!

Sit right down NOW. Use the coupon on the end of this ad, or secure an official entry blank from your store where you buy Borden products, or write on your own stationery.

Don't wait—you may miss out on thousands of dollars!

HURRY! For Elsie's sake, hurry!

For your own sake, hurry!

Here's your big opportunity to win a big cash prize!

Send Elsie a name for her new baby boy—one you think would fit the personality of that cute, pint-size edition of Elmer! And write just 25 words saying why you think the name would fit!

If you send in the winning entry, you get \$7,500! ... Second and third prizes \$1,000 each. And more than 800 additional prizes in cash!

If you have several good name possibilities, send 'em all in! Just remember to accompany each entry with a label, box top, bottle top—any mark of identification from any one of the great family of Borden Foods.

Read these rules!

1. Send in a first name for Elsie and Elmer's new baby boy calf. Then in 25 additional words or less complete the statement: "I suggest this name for Elsie's baby because..."

2. Use the coupon in this ad or secure an official entry blank from your store where you buy Borden products, or write on your own stationery. Print clearly your own name and address (also your age and name of your school principal if you are under 14), and the name and address of merchant from whom you buy Borden products. Let your storekeeper help you... then, if you win a prize, he wins one too. Write on one side of paper only.

3. This contest is open to any person in the continental United States... except employees of The Borden Company and its subsidiaries and affiliates, its advertising agencies and members of their immediate families. Contest is subject to all Government regulations.

4. Submit as many entries as you wish, but each entry must be accompanied by a

label, bottle cap, box top, or any other mark of identification from any Borden product.

5. All entries must be the original work of the contestants, submitted in their own names. No more than one prize will be awarded in one family.

Mail your entries to:—

Elsie's Contest
P.O. Box 18
New York 8, N. Y.

Entries with insufficient postage will not be accepted.

6. Entries will be judged by the judging staff of The Reuben H. Donnelley Corporation. The name will be selected on appropriateness and originality. The statement will be judged on sincerity, logic and aptness of thought. Duplicate prizes awarded in case of ties. Age will be considered in judging entries of children under 14 years. The decision of the judges will be final. No entries will be returned. All entries and ideas therein become the prop-

erty of The Borden Company, which shall have the right to use, with contestants' names, in Borden Advertising.

7. The contest closes midnight October 31, 1947 and all entries must be postmarked before that date and received before November 15, 1947.

8. The Borden Company will have notices mailed to winners. A complete list of winners will be sent to all contestants requesting one and sending a stamped, addressed envelope. The Borden Company will decide whether or when to announce winning names for the calf.

CONTEST PRIZES

First Prize	\$7,500
Two Prizes	1,000 each
Three Prizes	500 each
Twenty Prizes	100 each
Eighty Prizes	25 each
Three Hundred Prizes	10 each
Four Hundred & Five Prizes	5 each

Plus Dealer Prizes of \$20,025
Grand Total \$25,000

**Grand prize
\$7,500.00**



Borden's

—ENTER NOW!—

ELSIE'S CONTEST...
P.O. Box 18, New York 8, N. Y.

My name for the new calf is _____

Name _____

Street address _____

City _____

State _____

My 25-word statement is attached. Also name and address of dealer from whom I buy my Borden Products.

© The Borden Company

... the Green Giant rests after his labors



Niblets BRAND WHOLE KERNEL Corn

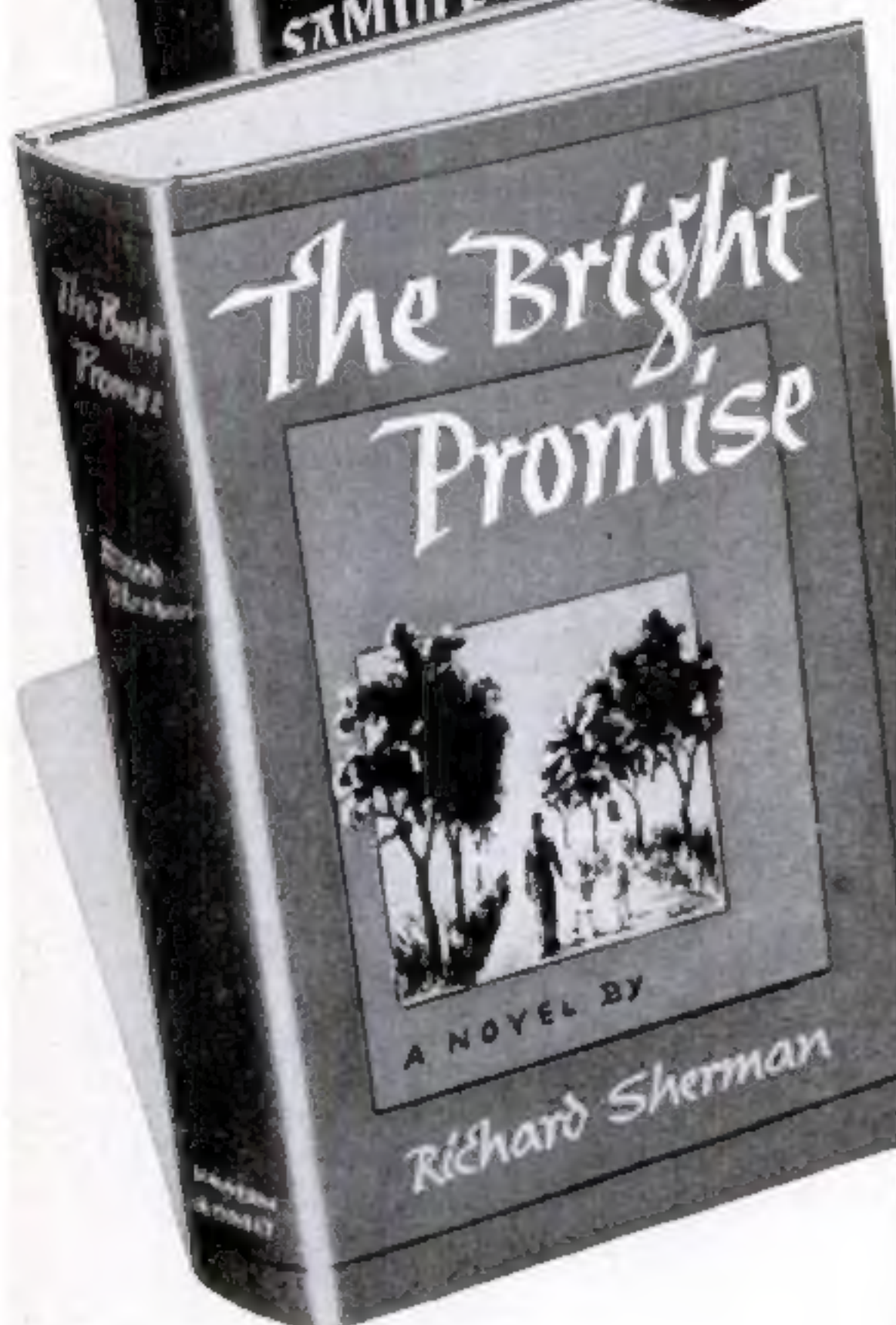
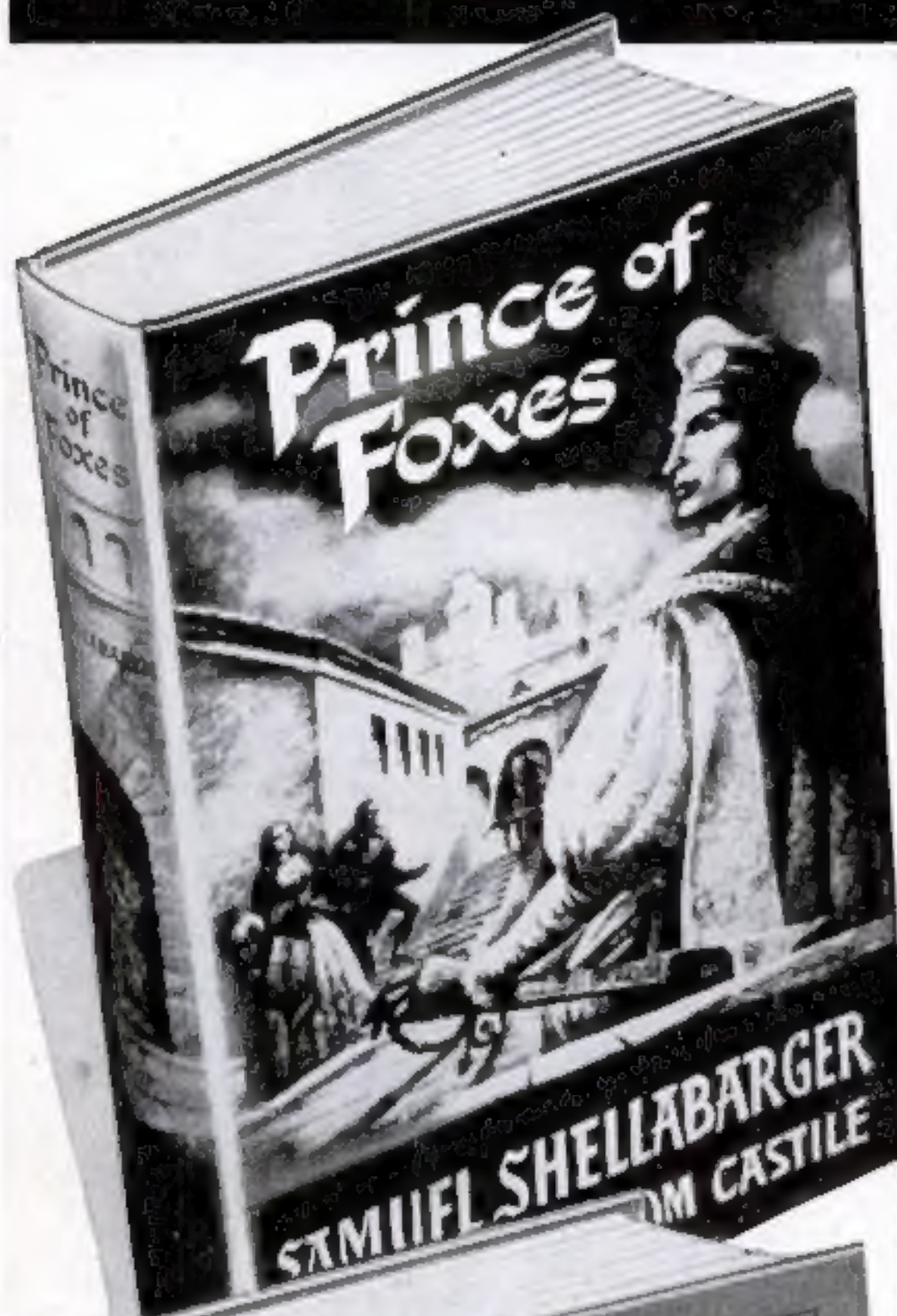
Also packers of Green Giant Brand peas and Niblets Brand Mexican

Minnesota Valley Canning Company, headquarters, LeSueur, Minnesota; Fine Foods Canada, Ltd., Tecumseh, Ontario.
GREEN GIANT, **NIBLETS BRAND **MEXICAN ARE TRADE MARKS
REG. U. S. PAT. OFF. MVCO. ©1947

BOTH OF THESE NEW BEST-SELLERS \$2.00

Now Yours for only

WITH MEMBERSHIP IN THE LITERARY GUILD



PRINCE OF FOXES

By Samuel Shellabarger



A young and beautiful wife
An old and harmless husband
A handsome, unscrupulous rake

—BUT SHE LOVED BOTH OF THEM!

Tall, handsome young Andrea Orsini used his brilliant mind for trickery and intrigue—and as he became wealthy and powerful, he dreamed of ruling the whole gaudy, turbulent world of the Renaissance! Then he met enchanting Camilla Varano and her aged husband—and at the very moment when Andrea's grandest dream could have been realized, a wonderful new love, greater than passion, possessed him! Here is drama, suspense, romance and history—a book even more exciting than "Captain From Castile"! Publisher's retail price is \$3.00, but you may have your copy of this sensational best-seller absolutely FREE if you join the Literary Guild now!

THE BRIGHT PROMISE

By Richard Sherman



She was the big boss
He was her right hand man
He was attractive—she, glamorous

—MAKING LOVE TO HER WAS PART OF HIS JOB!

The banks closed tight on their wedding day, and all they had was a few dollars and one job between them! But they loved each other—and decided to be married despite the gloomy prospects. Then he got the grand idea for a picture magazine—and soon after came amazing success! But something went wrong. His "boss" was a glamorous, ambitious woman who knew what she wanted—and Lyle found part of his job was making love to her! Here is a deeply-moving novel about the years we all remember—about people you will never forget! Publisher's price is \$2.75, but your copy is only \$2.00 when you join the Guild!

Why the Literary Guild Offers You this \$5.75 Value for only \$2.00!

HERE is the most remarkable offer we have ever made—to induce you to join the Literary Guild Book Club now! The TWO new best-sellers shown on this page would cost \$5.75 in the publishers' editions, but as a new member of the Guild you may have a copy of "Prince of Foxes" absolutely FREE as your Membership Gift—and you pay only the Guild price of \$2.00 for "The Bright Promise." Thus you get TWO new smash hits for \$2.00—and as a member you will continue to save up to 50% on the new books you buy. Read, below, how the Guild operates; then mail coupon—without money—today!

SAVE UP TO 50% ON OUTSTANDING NEW BOOKS

What the Guild Does for You

It costs nothing to join the Literary Guild Book Club—the largest book club in the world. There are no fees or membership dues of any kind.

Each month you will receive a copy of "Wings"—the attractive and readable book-review magazine which describes the forthcoming Guild selection.

From this description you decide whether or not you wish to receive the book selected. If not, you simply return the form provided for that purpose; otherwise, the new book will come to you automatically immediately upon publication. In this way you will not miss reading the new Club selections while they are brand new.

Free Bonus Books

To retain your membership in the Guild it is not necessary to accept a book each month—only four selections during the entire year. And you pay only \$2.00 (plus postage and handling) for each instead of the publisher's retail price of \$2.50 to \$3.50.

In addition to these big savings, for each four Guild books you purchase you will receive, as a free bonus, a copy of one of the beautifully printed, handsomely bound "Collector's Library" volumes which sell at retail for \$5.00 each—books you will be proud to place in your home library.

Free Membership Gift Book

By joining the Guild now you will no longer miss reading the NEW books you want and you will save up to 50% of the retail price. You will receive "Wings" every month to keep you informed of the best new books of all publishers; and you will receive at once, without charge, your copy of Shellabarger's "Prince of Foxes."

Furthermore, as a new member you will receive a copy of Richard Sherman's exciting "The Bright Promise" for only \$2.00 instead of the publisher's price of \$2.75—and this purchase will count towards the "Collector's Library" bonus books mentioned above.

Send No Money—Mail Coupon Now

In spite of greatly increased cost of book manufacture, by joining the Guild now your new membership can be accepted at once, and you will be guaranteed against any increase in price on Guild selections for a year. Send no money—but mail the coupon NOW.

LITERARY GUILD OF AMERICA, INC., Publishers
GARDEN CITY, NEW YORK

MAIL THIS COUPON

FREE: "PRINCE OF FOXES" and "The Bright Promise" for only \$2.00

Literary Guild of America, Inc., Publishers
Dept. 101M, Garden City, N. Y.

Please enroll me as a Literary Guild Book Club subscriber and send me at once "Prince of Foxes" as a gift. Also send me as my first selection "The Bright Promise," for which you will bill me \$2.00 plus postage.

With these books will come my first issue of the Brochure "Wings," telling about the forthcoming Guild selection which will be offered for \$2.00 (plus shipping charge) to members only, regardless of the price of the publisher's edition. I am to have the privilege of notifying you in advance if I do not wish to purchase any Guild selection. The purchase of Guild selections is entirely voluntary on my part. I do not have to accept a book every month—only four during the year—to fulfill my membership requirement. I am to receive a bonus book for every four Guild selections I purchase.

Mr. _____
Mrs. _____
Miss _____
(Please Print)

Street and No. _____

City _____ Zone No. _____ State _____
(if any)

Age, if Under 21 _____

Occupation _____

Price in Canada, \$2.20; 105 Bond St., Toronto 2, Canada

**ONLY PALMOLIVE BRUSHLESS
OFFERS YOU THIS PROOF!**

**Smoother, More
Comfortable Shaves for
3 Men out of Every 4**



....Beards Easier
to Cut—
said **79%**



....Less Razor
Pull—
said **75%**



.....Closer
Shaves—
said **69%**



.....Smoother
Feeling Skin—
said **82%**



**And this way really works—
no matter how you shaved before!**

YES, it's been proved! Proved beyond mere claims and promises—proved in test after test on all kinds of beards! For 1297 men tried the new Palmolive Brushless Way to shave. You can see the results above! Actually, 3 out of 4

men tested reported smoother, more comfortable shaves. Regardless of how they shaved before!

Here's All You Do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave—and discover the smoothest, most comfortable shaves you've ever had!



Get a giant tube
or big 9-oz. jar today!

LIFE'S REPORTS



DEAD BODIES litter streets of New Delhi, the Hindu capital, after riots between Hindus, Sikhs and Moslems. Some 300 people were killed in two days.

IN THE MIDDLE OF AN INDIAN MASSACRE

Photographer sees the life cycle of a riot

by DAVID DOUGLAS DUNCAN

Photographer David Douglas Duncan, whose pictures of Palestine, Bulgaria, and other postwar trouble spots have made memorable LIFE stories, recently has been assigned to India. On his last day there he found a story he did not dare photograph. Instead he wrote this dramatic and terrifying report.

BY CABLE FROM DELHI, INDIA

It started just like every other summer morning. Low-hanging clouds covered the sky, marking the final dying effort of the monsoon to break the heat that had been stifling Central India for months. Flocks of squawking parrots swirled through the treetops outside my window. Standing naked in the bathroom, shaving, I wondered whether the plane that was to take me to Egypt would arrive, despite all the recent communal fights around Delhi.

Machine-gun fire slammed across the garden behind the hotel. I ducked down flat, half under the tub. Other machine guns opened up. Off the floor, running, throwing on clothes as I went through the lobby, I tore into the room of Price Day, veteran combat correspondent of the *Baltimore Sun*. He was naked too, just dressing, but had not heard the firing. It looked like the old days, the way we went out of that hotel, only we dived into a taxi instead of foxholes and headed toward the bazaar district. I left my camera behind me. Hindus, Sikhs and Moslems all know and fear the danger of pictorial evidence; I knew that no man with a camera would stand much chance of survival against one of those mobs.

Housetops were black with people, all looking in one direction and yelling. The distance was still too great to tell whether this mob was Moslem or Hindu, since it was right on the boundary between the neighborhoods of both faiths. The trouble center was directly ahead. Across the center of the road a *tonga* (passenger horse cart) was burning oilily. I wondered whether the driver had managed to save his horse before they fired the cart. I had almost passed by when my guts contracted with that nearly forgotten nausea. "God, he's still in it!" The driver had been killed at the reins and was now burning with his little cart. He was crouched down as though trying to hide under the floor boards, so small that he must have been just a boy.

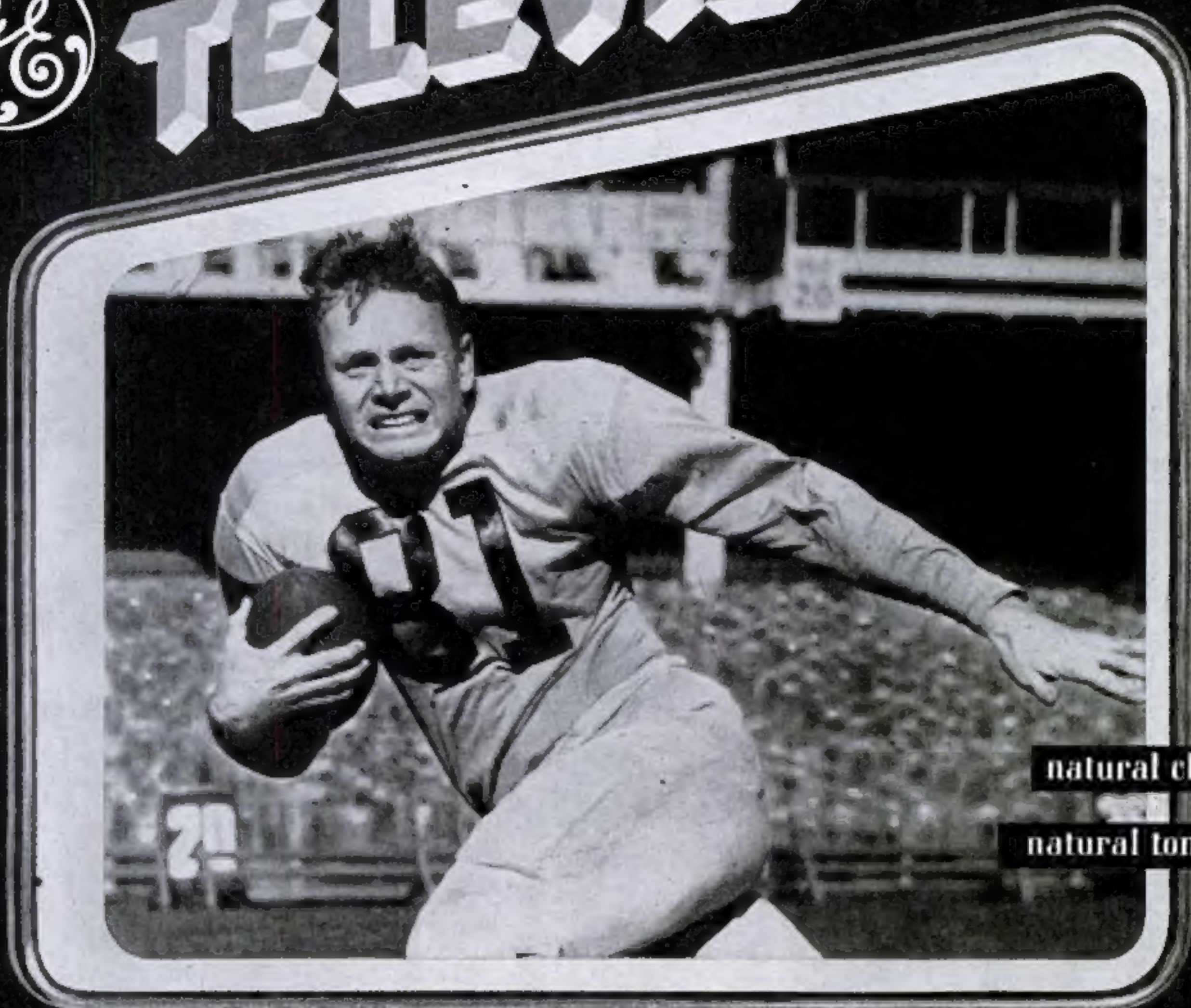
The crowd was Hindu-Sikh, the latter a particularly warlike sect. Each was armed, but with the strangest assortment of weapons I had ever seen. This was a mob with no predetermined intentions.

CONTINUED ON PAGE 8

You're close up on every play with



TELEVISION



Spec Sanders, star ball carrier of the New York Yankees.



MODEL
801

The touchdown pass—the strikeout pitch—the champion's haymaker—you see them all *close-up* in G-E Electronic Television. Exclusive G-E advancements assure longer reception range—all the action in *natural clarity*—all the sound in *natural tone*. Big pictures put your family circle in the middle of every thrilling play. Year in, year out, General Electric television is your admission to the world's finest entertainment. To enjoy television at its best look to General Electric . . . your assurance of quality developed through 20 years of leadership in television research.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

General Electric Company, Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC
ELECTRONIC TELEVISION 174-74

Television at its finest—All 13 U. S. television channels—each with its own factory pre-tuned circuit plus standard broadcast G-E *natural tone* radio. 10" direct view picture tube. 12" Dynapower speaker. Handsome Regency cabinet veneered in magnificent mahogany. Model 801.

Copyright 1947—General Electric Co., Syracuse, N. Y.



*"You had to learn
sometime, Mom!"*



BABY: Sorry that you had to learn about a baby's life the hard way, Mom, by being me for a day!

MOM: Angel, it's awful! People picking you up and putting you down. The wriggling. The squirming. My skin's so uncomfortable I could howl!

BABY: I hoped you'd learn your lesson. The lesson being: every baby needs Johnson's Baby Oil and Johnson's Baby Powder! That means me!

MOM: Honey, I'm a dunce, but—why both?

BABY: First, I need satiny Johnson's

Baby Oil after my bath to help protect my skin and keep me a smoothie. It's grand at changes, too, to help prevent what the doctor calls "urine irritation"!

And between times, plenty of silky Johnson's Baby Powder will help chase the chafes and prickles that plague a lively baby like me!

MOM: Guess I've been a backward mother, lamb! But from now on, watch me improve!



BABY: Swell, Mom! And now, let's go get the Johnson's, so you can start earning your M.A.M.A. degree!



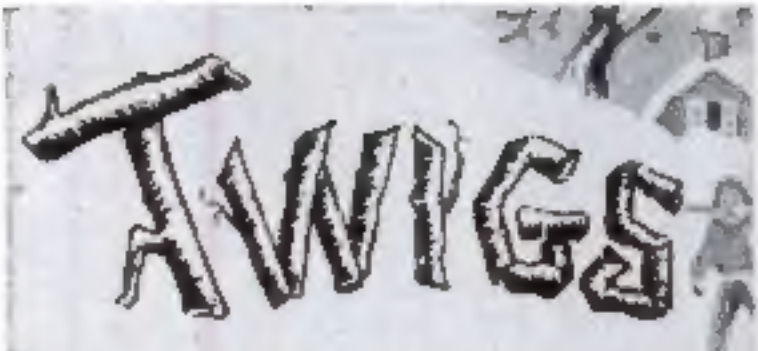
LIFE'S REPORTS CONTINUED

In fact when we first walked down that street, it was not even a mob but simply the menfolk of one neighborhood brought to their doorways by fear. They too had heard the firing and now a rumor had just warned them that they were in danger of immediate attack from the adjacent Moslem quarter. Their first response was that of very brave men. Each grabbed whatever household article might best serve for a weapon and rushed out to join his neighbors in the street. There was neither organization nor leadership. All anyone could tell us was that they were in mortal peril of attack. No, no one had seen the attackers but they had all heard the firing! No Moslem was ever going to enter this street to carry on with his murdering of Hindus and Sikhs as had happened in the Punjab! No, no one had been up there when it happened, but the reports from refugees pouring into Delhi warned what to expect! Here, just now, the Moslems would learn their lesson, despite the fact that they had been given machine guns and fine fresh ammunition by the departing British! They are attacking just ahead! They will murder you as they hope to murder us! Rumors, rumors, rumors! Fear, driving men into the corner where, as hysteria takes over, they will fight even with their teeth.

This tide of emotion turned even as we watched. Looters started breaking into abandoned shops whose Moslem owners had taken refuge out of the danger zone.

At first only young boys pilfered the shops. But then, seeing mere children staggering away under such prizes as office chairs, wall mirrors, stems of bananas, fans and even small safes, temptation shattered all restraint of the squeamish, young and old alike. Except for the shouting and ripping sounds, as more doors came down, it reminded me of the frenzy I had seen around stepped-on ant nests when I was a kid, where one line ran wildly from the nest, dragging huge bundles of debris, while another line, made up of those that had already gotten out, rushed back for more. Still there was no organization, and with the immediate danger from the Moslem attack a little more remote than first imagined, there was no other mob feeling than to loot and burn.

Then the Sikh arrived. Dressed in faded khaki shorts, an old sports shirt open half down his chest, a turban and



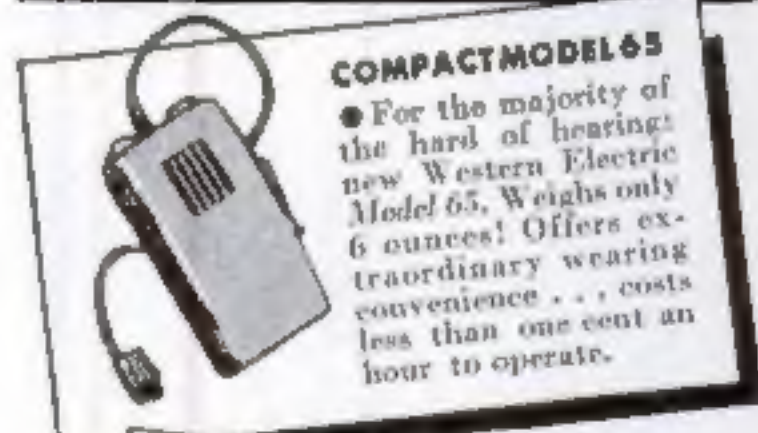
The Twigs "SLEDDER" is a warm, captivating and practical one-piece, zippered snow suit of Zelan treated poplin in green, blue, brown or tan—wool plaid front. Knit anklets, for warmth. Sizes 2 to 7. Price about \$13.95.

At Notable Shops Everywhere.

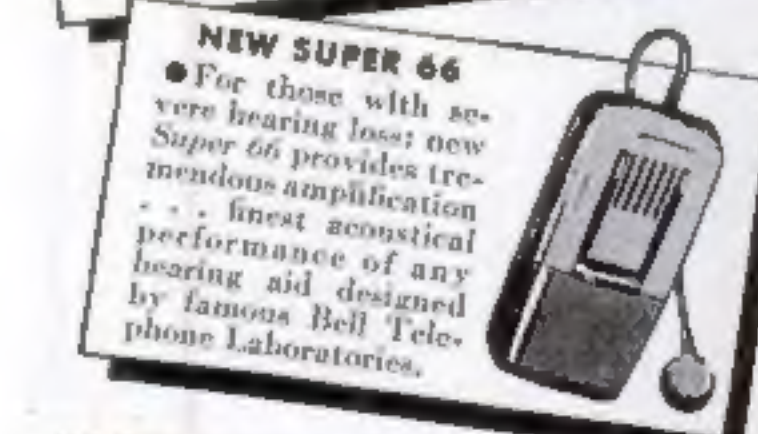
Wm. Schwartz & Co., Inc.
1107 Broadway, New York



GOOD NEWS!
TWO NEW ALL-IN-ONE
HEARING AIDS
BY Western Electric



COMPACT MODEL 65
• For the majority of the hard of hearing: new Western Electric Model 65. Weighs only 6 ounces! Offers extraordinary wearing convenience... costs less than one cent an hour to operate.



NEW SUPER 66
• For those with severe hearing loss: new Super 66 provides tremendous amplification... finest acoustical performance of any hearing aid designed by famous Bell Telephone Laboratories.

FREE! More information on these two new instruments. Write for full-color booklet. We'll also send you, free, the new book, "Modern Science and Your Hearing," full of facts to interest every hard-of-hearing person.

MAIL THIS COUPON NOW!

Western Electric Dept. 380-L10
195 Broadway, New York 7, N. Y.

Send me the illustrated booklet about two new all-in-one Western Electric hearing aids. Include my free copy of "Modern Science and Your Hearing."

Name _____
Address _____
City _____ Zone _____ State _____

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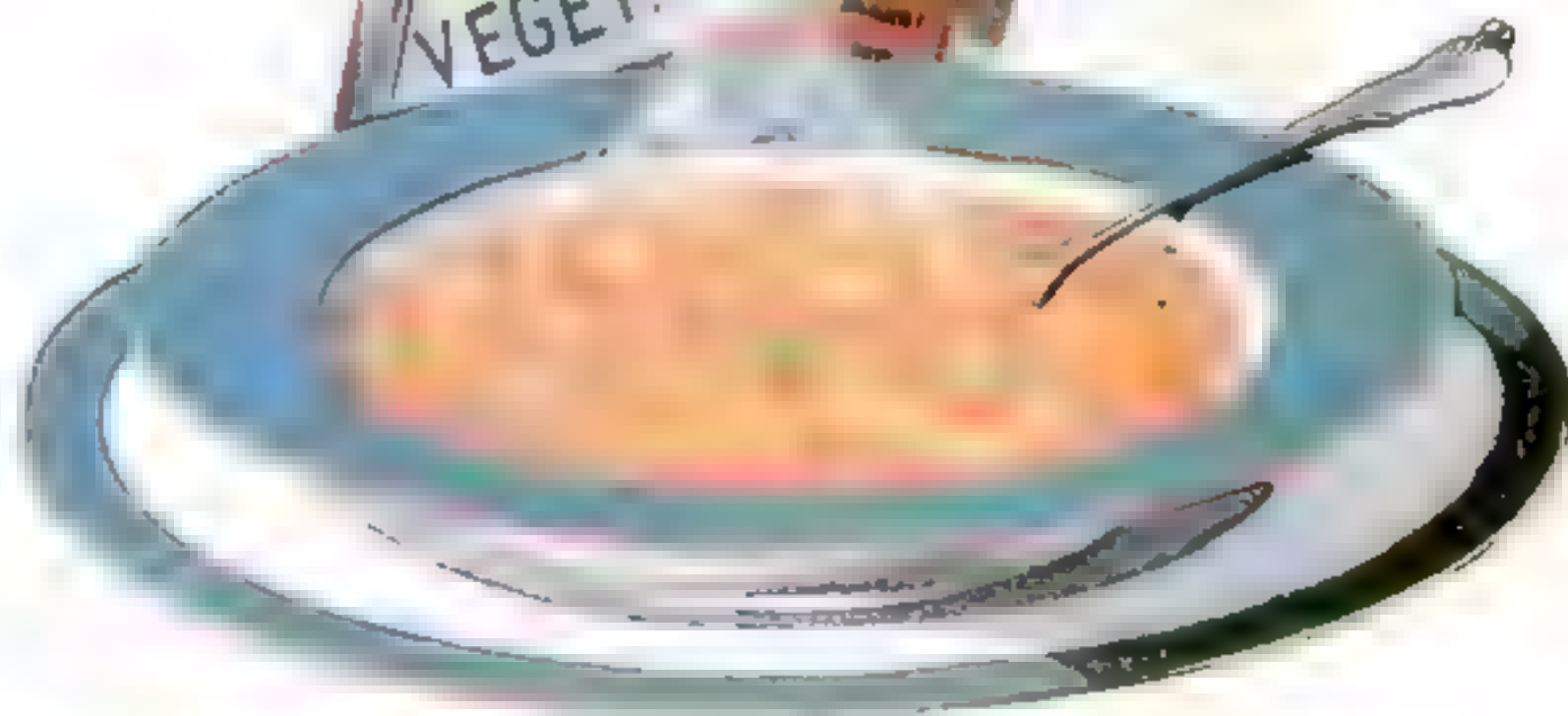
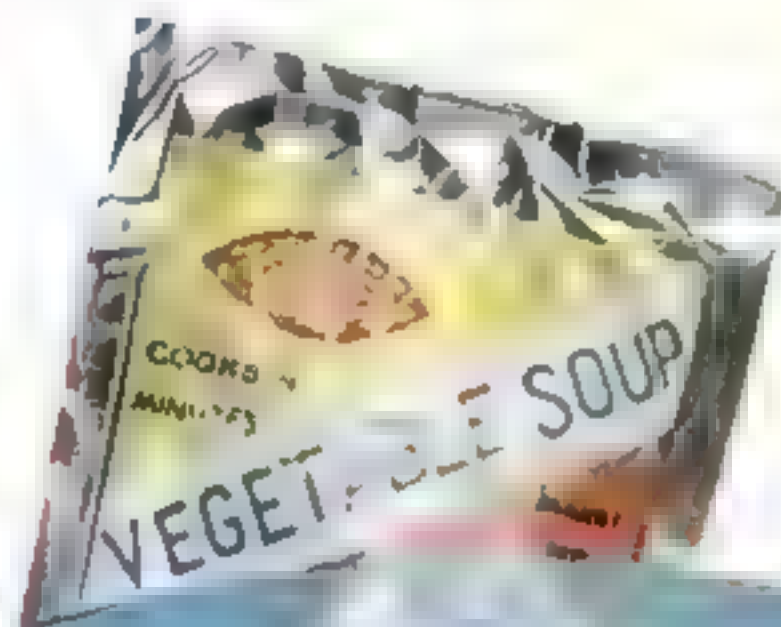


is for Salmon

AIR AGE TREAT — fresh salmon caught but yesterday in the icy waters of Alaska can be yours to feast upon tonight, thanks to the airplane and PLIOFILM. For pre-chilled fish, shrimp, prawns and oysters are now being shipped safely by air, sealed in PLIOFILM — without bulky and costly ice packing! PLIOFILM protects these sea foods at refrigerated temperatures during their swift air journey because it is air-vapor-moisture-proof. And because it costs less to ship this way, many more people can now enjoy these tasty delicacies, kept sea-fresh by PLIOFILM.

and for Soup Mix

KITCHEN TIMESAVER — the rich, delicious ready-to-cook soup mixes you buy today in handy packets are another miracle made possible by PLIOFILM's three-fold protection. A PLIOFILM lining inside the package affords a welded heat-sealed closure, keeps these dehydrated mixes inviolate from deteriorating moisture. It provides a liner impervious to animal fat seepage, and resistant to puncture by sharp, brittle ingredients. PLIOFILM bans unwanted moisture from "dry goods" like spaghetti, soap and soup mixes; it keeps succulent foods like sausage, sandwich loaves and strawberries from becoming dry and tasteless. PLIOFILM keeps all good things at their best.



Everything is better in

Pliofilm

3-way protection against air, moisture, liquids

GOOD YEAR
THE GREATEST NAME IN RUBBER

NOTE TO PACKAGERS AND SHIPPERS: When you identify your product as "Sealed in Pliofilm" it tells shoppers you are using the finest, moisture-safe packaging known. Write: Goodyear, Chemical Products Division, Pliofilm Dept., Akron 16, Ohio.

Pliofilm — T M The Goodyear Tire & Rubber Company

THE GIRL IS WEARING A STETSON, TOO. IT IS THE MISTRAL. \$6.95. STETSON MILLINERY FASHIONS ARE PRICED FROM \$8.95



How to rate an "A" { *on a date between classes*

The two college men above are very well-dressed indeed—one in his Stetson *Campus* for stepping out with his best girl, the other in his Stetson *Casual* for shuttling between classes.

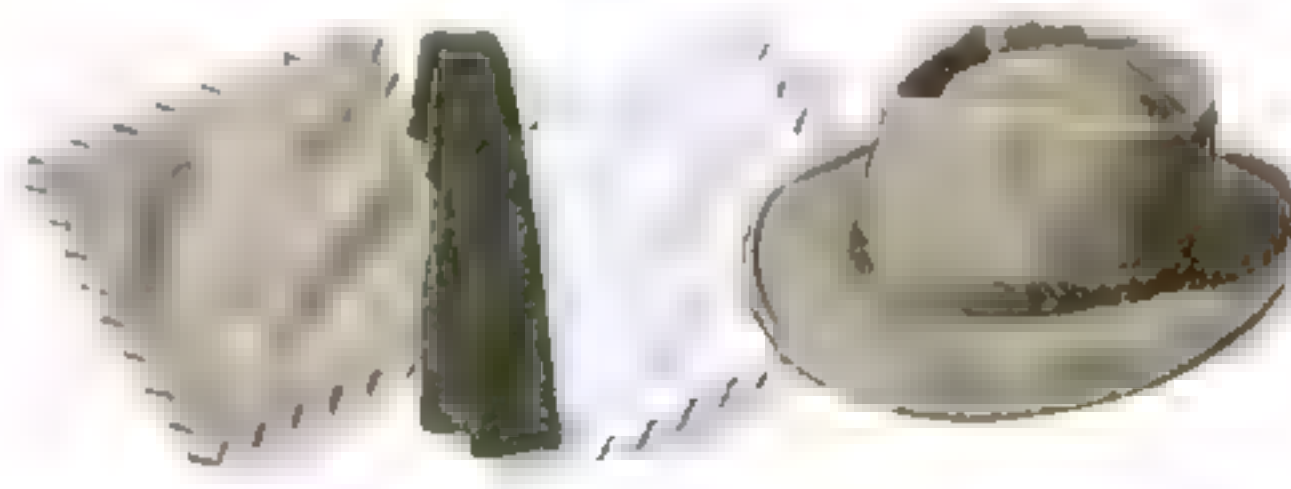
But switch the hats—and you kill the effect of both. Just as

one suit won't do for all occasions, so one "Jack-of-all-trades" hat won't always fill the bill. You'll be better dressed if you pick clothes, including your hat, with an eye for the occasion. For the finest in hats, see your Stetson dealer. Prices start at \$8.50.



RIGHT FOR DATES: *The Campus*

The smoke-brown Stetson *Campus* (\$10), a youthful narrow-brim, snapped in front, gets along like boy-meets-girl with a grey flannel suit, thin-striped shirt, and a broad-striped repp tie.



RIGHT FOR COUNTRY: *The Casual*

The jaunty, narrow-band Stetson *Casual* (\$10) rings the bell for campus or country. In willow, it goes perfectly with a tan sports jacket, white, button-down oxford shirt, knit tie, and brown slacks.

Wear the right hat for the occasion!

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More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.



Sugaring-off draws Vermont youngsters to the sugar house! Hot maple syrup, cooled on snow, makes delicious candy—"sugar on snow."

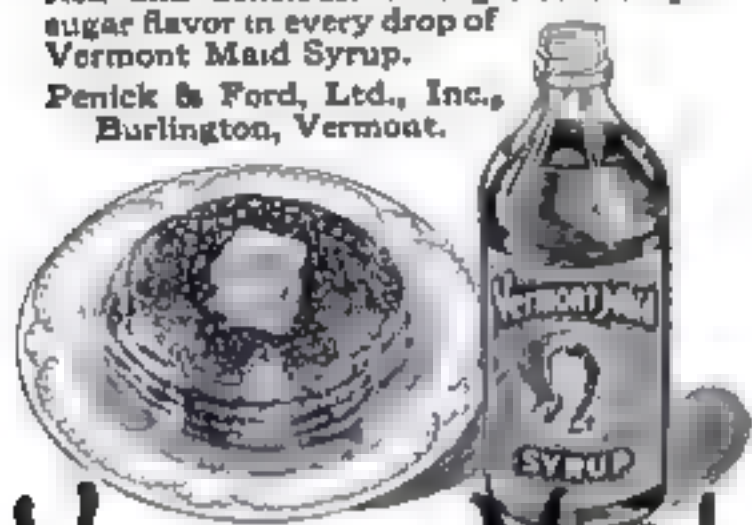
Full of real maple sugar flavor

If you've ever tasted "sugar on snow"—and remember the luscious goodness of that real maple sugar—then you know the delicious flavor of Vermont Maid Syrup.

To give you this real maple sugar flavor, we first select a maple sugar that has a good, full flavor. Then blend it with cane sugar.

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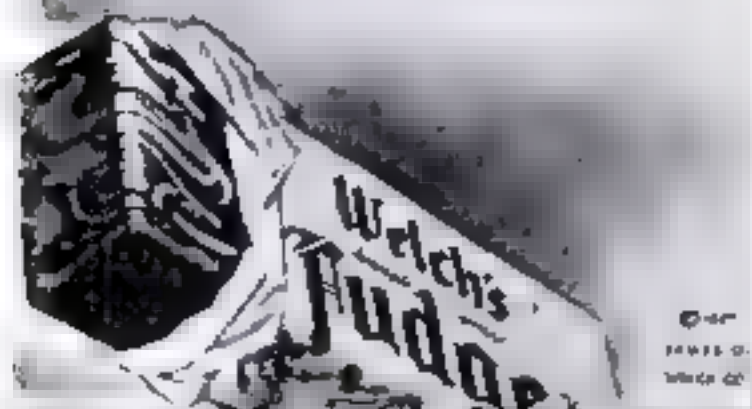
Penick & Ford, Ltd., Inc.,
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Vermont Maid
Syrup



MY GOODNESS . . .
SUCH GOODNESS



Welch
QUALITY CANDIES

LIFE'S REPORTS CONTINUED

Roman sandals, he dashed from one gang of looters to the next. Nearly a thousand men were either in the streets or their doorways by this time. The Sikh ran, shouting exhortations, through them all. Strangely enough for a Sikh, he was unarmed. But here was leadership.

Over the swooshing sound of the flames and the snapping crackle of sparks as power cables burned through, the tone of the mob noise changed. Individual voices disappeared. Under the herding of the Sikh separate bands of looters merged into one. Once it started moving as a whole, he would leave a gang, then, churning the air with his arms that they were to follow him, hurl himself into another group farther along the street. Soon the Sikh had hundreds of men moving down three streets into the bazaar intersection. The fourth street lay empty and deathly quiet. It led into the adjacent Moslem quarter.

The intersection was now jammed with men. Most of them were Hindus, with just an occasional Sikh pushing through them, waving his sword overhead. The majority of the mob had no idea at all about what was actually happening. These were clerks, small merchants, government workers, schoolboys. One man, wearing only a loincloth and with his head completely shaven except for a wild-looking topknot, ran by screaming, punctuating his scream by sliding the back of his wrist over his open mouth, just as I remembered our own Indians doing in the old western thrillers. He disappeared into the front of the mob, flailing the air overhead with an ancient glistening sword. Someone nearby grinned and explained that he was a milkman.

The Sikh stood shouting for a moment from the pedestal of the intersection's clock tower, then turned, leaped down and charged into the deserted street, where he began tearing at a doorway with only his hands. Now we understood. Somewhere behind those doors there were Moslems who had not escaped.

The doors came off their hinges. A tiny 6-year-old, hugging her baby brother in her arms, darted into the street. Hockey sticks, bamboo poles, hatchets, spears and swords flashed overhead and fell, to rise and fall again and again and again. Only an animal voice and smell filled the morning, for

Now — a Toaster
that waits for the eggs!



See the General Electric Automatic Toaster at your dealer's. \$18.95 (plus tax)

New General Electric Automatic pops toast up—or keeps it warm till you're ready!

Each and every slice toasted to taste.



Light, medium, or dark. Just set the knob—and this General Electric Toaster takes over. Doesn't matter if you're toasting one slice or twenty!

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GENERAL ELECTRIC

CONTINUED ON NEXT PAGE



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LIFE'S REPORTS CONTINUED

the mob sound turned deep and crushed all other feeling before it. The child fell in the middle of the street, her arm thrown protectively over the body of her brother. Swords and war axes flailed their bodies and, in a frenzy of madness, the ground all around. Then they found her 12-year-old brother and her sister, her mother and grandfather. They found the little neighbor boy next door and both of his parents. Each made the same heart-bursting spring. The young reached the middle of the street. The old fell into the filth of the hard-packed earthen sidewalk. Their murderers had no idea of anatomy or vital organs. Instead of piercing their brains or hearts, giving them anything resembling a merciful death, the mob simply butchered and beat them to pieces. The two little boys, despite having their heads and arms and legs nearly severed from their bodies, were still alive when their executioners left them.

A new sound arose. Someone had finally spotted the armed police patrol that was now slowly advancing upon the intersection from far down the side street leading to New Delhi. Every head turned as the warning swept over them. The Sikh was already upon the clock-tower pedestal, judging the distance and time that separated those quietly moving men from his riot. As they drew nearer, I counted only 17 men, each with his rifle slung casually back over his shoulder. They were talking their way down the street, into the very heart of the riot! By now nearly 2,000 murder-mad men were milling through the intersection. The patrol kept advancing. I never heard the order given that broke the back of the riot, for the Sikh jumped down and raced again into the little, body-strewn street. Just as breakers eventually crash upon a beach, swirl around the rocks, then retreat back into the sea, so did that mob of men when they knew it was finished. And as they swept back out of the narrow street, they too broke and swirled around the sprawled, dripping things in their path. The riot was over.

Talking with the constable in command of the patrol, I learned that he had moved right through the heart of the riot zone where I first had heard those machine guns. He had fired a total of only five rounds to restore quiet.

A choked cry spun me

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Such language!*

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You should have raised the roof with the salesgirl who dared to show you a cotton that didn't boast a "Sanforized" label.

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Never, never, never be lured into a cotton that isn't tagged "Sanforized"—the "lure" may shrink away!



Though you tub it and tub it, the dress with the "Sanforized" label holds its perfect fit.



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if your dress has a "Sanforized" label*



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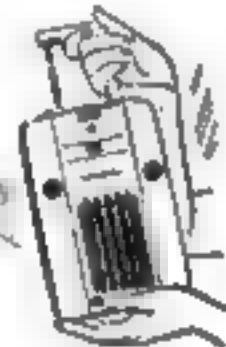
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give a smart student a Westinghouse Little Jewel



A handy compact only $9\frac{1}{4}'' \times 6'' \times 6''$... ideal for end table use. Smartly styled on all sides, it has power and tone you'll have to hear to believe! Air-stream plastic case in green or ivory with gold metal trim, retractable handle makes it easy to carry.

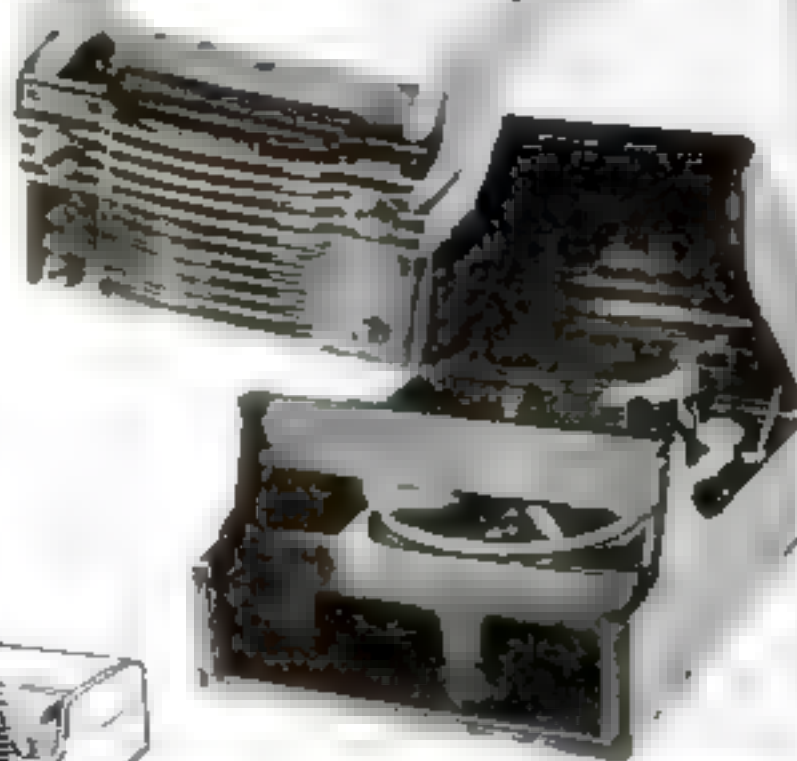
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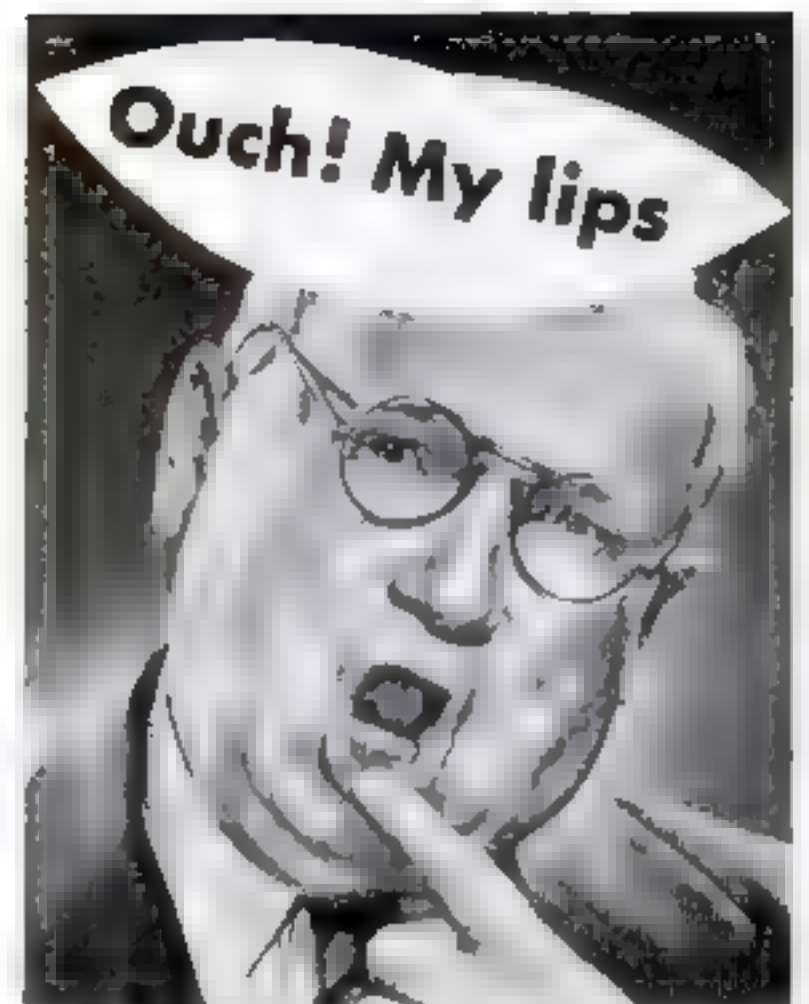
Time in Ted Nelsons Monday through Friday 11:45 A.M., E.S.T., A.B.C.

LIFE'S REPORTS CONTINUED

around to face again that narrow little street. There, still holding his dinner basket in one hand, the father of the tiny girl stood among the mutilated bodies of his family. He had just returned from some all-night job, knowing nothing of the trouble until reaching his door. Price and I, as one, turned and started walking back toward where we had left the taxi. But even as we hurried, the sobs of the father followed us. Men still jammed each doorway and, as we drew away from the intersection where the police and military were now taking charge, others of the recent rioters lined the street. Then the Sikh himself fell in alongside, to escort us back out of the neighborhood. He had seen us at the intersection and now apologized for his lack of hospitality. He had been too busy to get us chairs so that we might be more comfortable! He also apologized that he was now so far from his own house that he could not give us something cool to drink. It was such a warm morning!

We had only two more blocks to walk. As we moved back along the road the crowd pressed forward, but upon shouts from our guard that we were Americans, not British, the faces remained impassive as we passed. Perhaps it was their knowledge of what we had seen, now that the hysteria had burned itself out, that brought that look into their eyes as we walked through them. The Sikh was explaining that he was an astrologer, that he had spent two years in England, that he was deeply indebted to some Americans who had been based in Delhi during the war, that—the same sound twisted Price and me on our heels. There, the three steps away needed for its stroke, stood a half-naked Hindu fanatic, a great war ax gripped in both hands. The sound we had heard was that of a bamboo pole striking the shaft of the ax when another Hindu, seeing what was about to happen, stepped from a doorway and blocked the blow. The face of the fanatic was devoid of all expression, even after being thwarted, but his eyes never left us as we continued walking, half backward toward the car. I remember seeing the Sikh shrug and mutter, "He's a very ignorant man."

We passed the burned *tonga*. Little more remained other than cinders. Yet there, just ashes among ashes, knelt the driver. He looked as though he was still praying.



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Remember the name—insist on 'CHAP STICK'—buy one for every member of the family. Their lips will thank you.



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Chrome case, stainless steel back, radium hands and numerals, sweep second hand.

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You'll see at a glance that Pard is abundantly endowed with all the ingredients for a dog's eating enjoyment and vibrant health. That's because the nutritionally correct formula is based on actual feeding studies, scientifically conducted by experts right in Swift's own great research laboratories. And so perfect is the balance—*no additional meat is ever needed*. Feed Pard every day. It's the "one-dish-dinner" for dogs.



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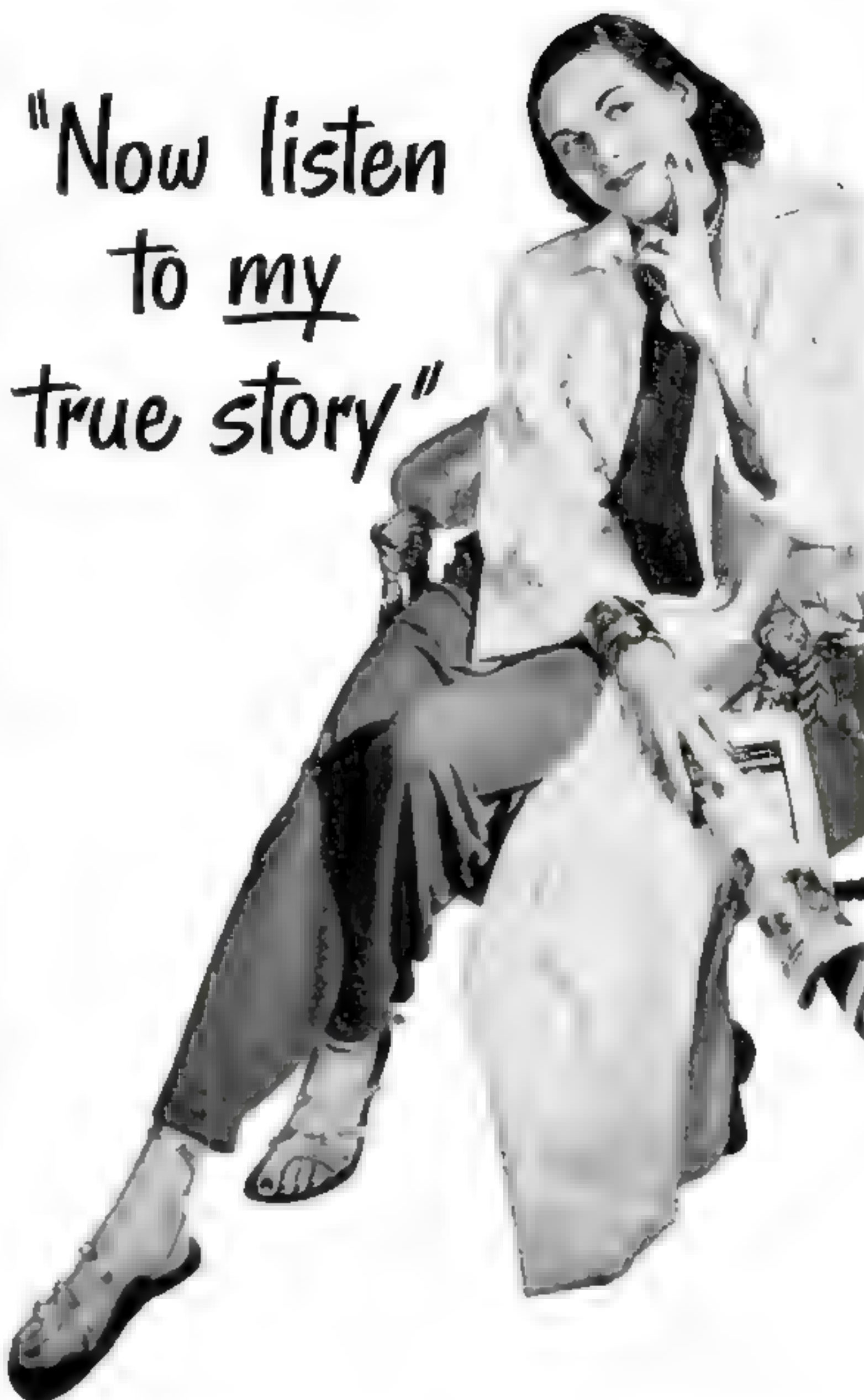
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Not if you're like Mrs. Lyle Dunkin of
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hosiannas herself. Says she:

"I was lucky. During the war, when
sheets were simply impossible to
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Pequots I got as a wedding gift.
Also some sheets of another brand,
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Mrs. Dunkin was sitting pretty... until
the day her husband ups and makes the
"darlingest twin beds" for the young
Dunkin daughters.

The youngsters were dee-lighted. But
Mamma Dunkin was worried. Just what
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Well, she was lucky. She took those
"lovely, oversize Pequots" and made each
into two twin-size sheets for the girls'
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sheets got plenty of rough-and-tumble
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"Those Pequots have already out-
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Pequot muslins a must in homes with
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beauty and soft, smooth feel makes them
ideal sheets for every bed in the house.
You'll love Pequots, with their double-
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PEQUOT SHEETS

so good-looking
so long-wearing



SPEAKING OF PICTURES...

AGILE CAMERAMAN RECORDS ROLLER-COASTER GRIMACES

Everybody on these pages, including the popeyed child at right, is supposed to be having a wonderful time. Like millions of roller-coaster fans all over the country they are engaged in winding up the amusement-park season by paying money to have the daylight scared out of them. But these couples, photographed recently at Coney Island, also provided an agile photographer named Raymond Shorr with a spectacular catalog of expressions, ranging from convulsed exhilaration to rigid fright.

To get these pictures Shorr, an ex-acrobat, first loaded up with a heavy stroboscopic unit and a Speed Graphic camera. Then, crouched in a roller coaster's seat, he rode backward for a week just for practice, with his hands in air as though he were holding a camera and jamming his hip bone under the safety bar to keep from flying out of the car (p. 20). An assistant, after a dozen such rides, assured Shorr he was crazy and quit. But two days and 50 rides later, Shorr had finished his pictures alone and was still insisting it was the cheapest way he knew of "falling six stories without getting hurt."

FUN-LOVERS WINCE AND SCREAM AS THE CAR TAKES A PLUNGE

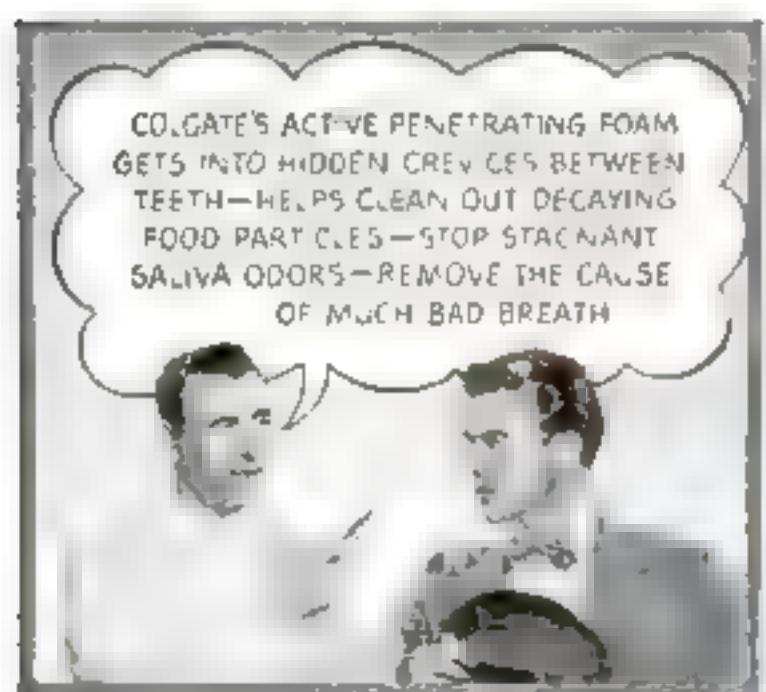
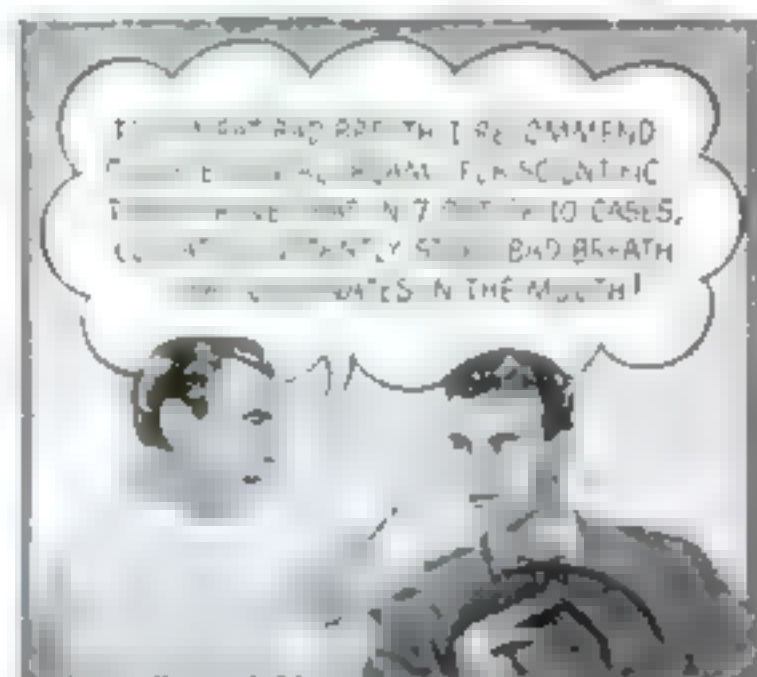


LADIES (TOP) GIGGLE LIGHTEARTEDLY WHILE THEIR WARDS STIFFEN IN TERROR. BOTTOM: THE GIRLS OUTSCREAM THEIR ESCORTS



**RIGID WITH FRIGHT, A 4-YEAR-OLD GIRL
STARES AT ROLLER-COASTER TRACKS WHILE
FATHER TRIES TO CONSOLE HIS SCARED WIFE**

She Puts Out Both the Cat—and Me!



COLGATE
DENTAL CREAM
Cleans Your Breath
While It Cleans
Your Teeth!



SPEAKING OF PICTURES

CONTINUED



PHOTOGRAPHER TEETERS in roller coaster's seat. Said he, "Dropping backward through space isn't bad if you know where you're going. I knew."



PHLEGMATIC RIDER (left) is Frank Tilyou, a co-owner of roller coaster shown here. He has ridden it so often that the thrill has long since worn off.

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CONTINENTAL (left). Glossy trimness disdains snow, mud or rain spatters. Slide-fastened. Black, red, brown.

VELVETEEN (right). Tall, befurred, bewitching, of velveteen, warm and waterproof. Slide-fasteners. Black.

GRENADIER (left). Easy over loafers and flats; to wear with slacks. Women's, misses', children's. Red, black, brown.

CAMEO KWIK (right). Sleek, all-purpose trimness for tweeds or town clothes. Fit snugly at ankles. Black, brown.



ROMPER (left). Small fry can slip these on and off themselves! Sturdy, warm, adjustable buckle strap. Brown.

GRENADIER Jr. (center). School version of the all-outdoors favorite that big sister and young mother wear. Brown, red, black.

SNO-PAL (right). Fine for vanity, and sturdy warmth, zipped right down to the toes with Kwik Slide Fastener. Brown, red.



U.S. *Gaytees*

Fashion-Over-The-Shoe

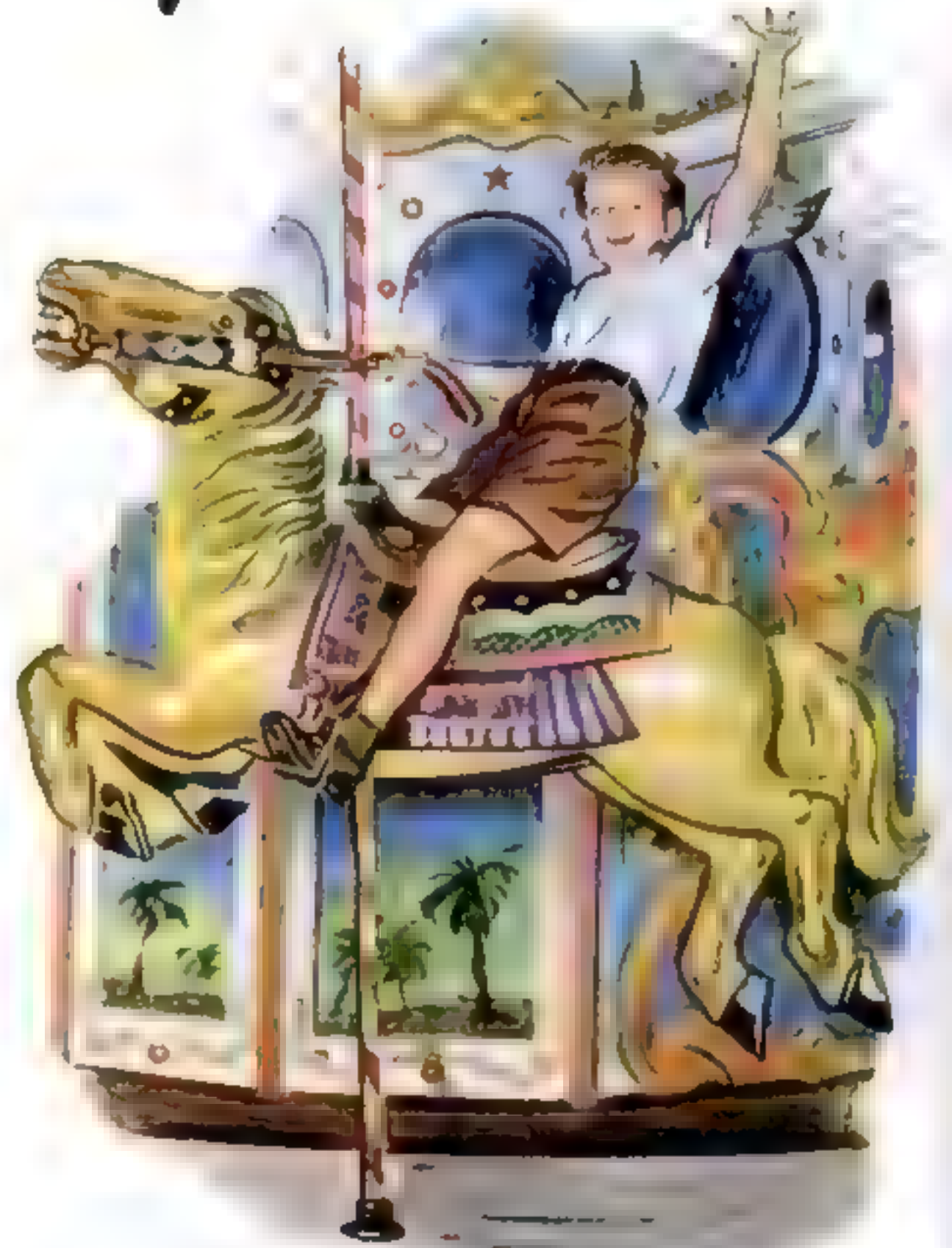
Ridin' High-Feeling Spry

because our doctor advised
DOUBLE-ACTION PHILLIPS'

So gentle for children

All children have their ups and downs. And Billy is no exception.

Last night he felt sluggish and complained that something he ate did not agree with him. On our Doctor's advice I gave him Phillips' Milk of Magnesia. This morning he's riding high—feeling on top of the world. That's because he awoke to gentle yet wonderfully effective relief. And I know I can give him Phillips' anytime without thought of embarrassing urgency.



So thorough for grown-ups

Dad's got plenty of "get-up-and-go" this morning, too! He took genuine Phillips' Milk of Magnesia last night to relieve the sleep-robbing discomforts of acid indigestion. He got almost instant relief, for Phillips' is one of the fastest, most effective stomach alkalizers known. And this morning, he awoke feeling thoroughly refreshed—really bright. Get the 50¢ bottle of Phillips' Milk of Magnesia. It contains 3 times as much as the 25¢ size. Also in handy tablet form. Caution: Use only as directed. Get Phillips' today.



LETTERS TO THE EDITORS

WU

Sirs:

We have a saying in Chinese which, if translated literally, is something like this, "The beautiful pen on which flowers bloom." This phrase applies admirably to the power of William Gray's pen.

His article, "The World's Worst Job" (LIFE, July 21), is an example of it. Of course I do not mean I am a flower! But I am really not worthy of what was said of me.

K. C. Wu
Mayor

Shanghai, China

"THINK"

Sirs:

Your Sept. 15th, interestingly told story of Thomas J. Watson and International Business Machines was spoiled, in my opinion, by your tongue-in-cheek type of reporting.

Thomas J. Watson, starting from scratch, blazed a trail which should and does command respect and admiration. He is an earnest, sincere, clean businessman, a good husband and a good father. He is, also, probably the top-ranking industrial executive in this country. International Business Machines is his monument. It supplies steady, clean employment for thousands of workers and their families, and its products have contributed to the more efficient conduct of the business of the government of the U.S., foreign governments and thousands of industrial plants scattered all over the world. It is a big company which has grown from a little company primarily because of the dynamic leadership of Mr. Watson, his faith in his product and his sincerity. Care for one's personal appearance, restraint in personal habits and enthusiasm for one's job seem to me to be too rare virtues in a sloppy era of industrial relations and industrial progress. Instead of smart-alecky comments, which seem to appear throughout your story, I feel that an entirely different treatment was in order. . . .

HUBERT A. ESTABROOK

Dayton, Ohio

Sirs:

What a feeling of satisfaction we all had as members of this IBM family. I can assure you the head of our family, Mr. T. J. Watson, when he says a fair day's pay for a fair day's work, speaks truly because that's exactly what prevails throughout all IBM's offices.

We can attend classes after our office hours free of all cost, and for our convenience go up to the cafeteria

FOR THE CONVENIENCE OF LIFE'S
NON-SUBSCRIBING READERS:

To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

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L-1D-6

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Or give it to your newsdealer)

and get a well-balanced meal for 35¢.

I wish that other companies could adopt the feeling of happiness, contentment and fairness that prevails throughout our hours at IBM.

BETTIE BELLMAN

New York, N.Y.

U.N.

Sirs:

"Even Though It Cannot Prevent War, It Can Still Do Something about Building Peace." This is the subtitle of LIFE's Editorial (Sept. 15) on the United Nations.

May I ask—if it is true that the U. N. cannot prevent war, then has it not lost most of its value? How in the world can you build peace without preventing war?

In the body of your article you say: "... It was clear from the moment the veto was first proposed at Dumbarton Oaks that the Security Council ... would never be more than a military alliance. If the alliance were to last, so would peace; if not, the United Nations could do nothing about it."

Again may I ask—what sort of an organization is that which is based on an alliance of five great powers? History and the evidence of the last two years show that the ally of today becomes the enemy of tomorrow. No organization calculated to keep the peace can be built on alliances, nor can it be built on the principle of unanimity. Unanimity ends either in complete frustration and paralysis (see the U.N.) or in tyranny (see the U.S.S.R.).

An organization that functions only when people agree is of little value. What is needed is one that will function when people disagree—witness the United States of America. A reconstituted United Nations based on this principle is the goal of United World Federalists.

CONRAD HOBBS
Treasurer

United World Federalists
Massachusetts Branch
Boston, Mass.

BIG JIM

Sirs:

Your denunciation of Alabama's governor ("Outsize Governor," LIFE, Sept. 15) is doubtless justifiable, and no one would agree with the general contents of your article more quickly than I; however I feel that your article creates an erroneous impression. You failed to include the information that a large percentage of Alabama's voting population has come to regard Mr. Folsom as a monumental fraud. Furthermore many of this critical group are former Folsom supporters. His failure to fulfill his campaign promises and his frequent display of irresponsible capers has caused widespread indignation. . . . Although Mr. Folsom was elected by a majority of Alabama's voters, he should not be accepted as an accurate representation of what Alabamians want and expect in a governor. . . .

DONALD C. PARKER

Union Springs, Ala.

Sirs:

I've just finished reading "Outsize Governor" and I'm absolutely boiling. The people of Alabama must have been suffering from hallucinations of the brain when they voted him in. . . . God pity the South if they place their future at the mercy of such absolute nincompoops.

MRS. NORMAN DERREHERY
Copperhill, Tenn.

CONTINUED ON NEXT PAGE



Flattering
Fit

Welcomes
Close-ups

The tell-tale camera, catching feet in action, reveals the fit of shoes . . . shows off the smooth, smart, foot-favoring lines of carefully fitted ENNA JETTICKS.

ENNA JETTICK SHOES, Inc., Auburn, N. Y.



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Enna Jetticks

*®

America's Smartest Walking Shoes



There's no better time



The finest clocks we've ever made

And here are four beautiful examples! Shown above in open and closed positions is the clever little Travalarm. A sliding front shutter and hinged back completely close the clock. The luminous dial can be read day or night. And Travalarm tucks easily into the corner of a bag, sets up in a jiffy for duty at home or away. There are Westclox for every room in the house—springwound and electric alarm models, electric time clocks, wall clocks. And smart watches for wrists and pockets. Westclox are priced from \$2.10 to \$15.

WESTCLOX, LA SALLE-PERU, ILLINOIS



LOGAN
Self-starting electric alarm in lovely ivory finish, gold colored trim. Plain or luminous dial.



ORACLE
Classic beauty in a new Westclox self-starting electric time clock. Charming design in glass and gold colored finish.



WIKKA
Self-starting electric wall clock. Bold numerals. Dial is tilted forward for easy reading. Comes in choice of four finishes—ivory, red, green, white.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Your article on "Big Jim" Folsom strikingly illuminates democracy's most heart-rending failure: the failure to raise the standard of mass education to a point where our people can be rendered immune from at least the grosser forms of exploitation and propaganda. Our politics, our movies, our tabloids, our radio, all indicate how far we have missed what Oxford's Sir Richard Livingstone calls education's first goal: "the power of distinguishing what is first-rate from what is not."

GRANT NEUTEBOOM

Cleveland, Ohio

BUB-O-LOON

Sirs:

I thought *LIFE*'s readers might like to see what can be done with Bub-O-Loon ("Bub-O-Loon Fad," *LIFE*, Sept. 15).

ROBERT B. SLOANE

New York, N.Y.



LEFT-HAND SALUTE

Sirs:

In calling attention to the boat-awain's mate saluting with his left hand (*LIFE*, Sept. 15) you failed to state that he was piping the president of Brazil aboard, holding his bos'n call with his right hand and therefore making it impossible to salute with the right hand while piping. The position is correct and is not subject to criticism. Having a total of 30 years' service, retiring with the same rank, I hate to see a fellow pollywog criticized.

H. C. WILSON

Chief Bos'n, U.S.N. (ret.)
Audubon, N.J.

Sirs:

... Any naval officer can tell you ... that the reason he is saluting with his left hand is because he is holding in his right hand his boatswain's call, or pipe.

H. KENT HEWITT
Admiral, U.S.N.

New York, N.Y.

Any naval officer, that is, except the officers of the Third Naval District, to whom *LIFE* applied for the answer to this question.—ED.

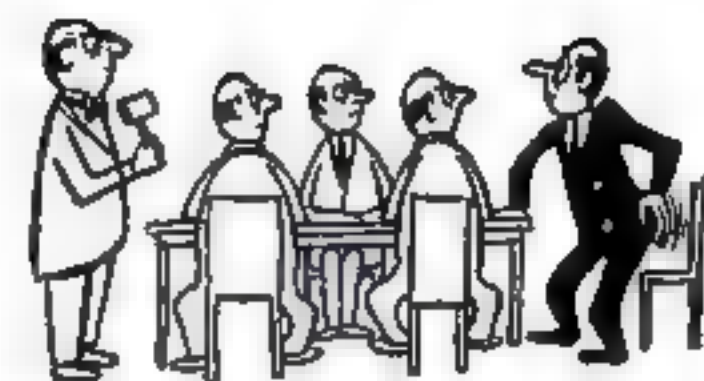
CIRCULATION MACHINES

Sirs:

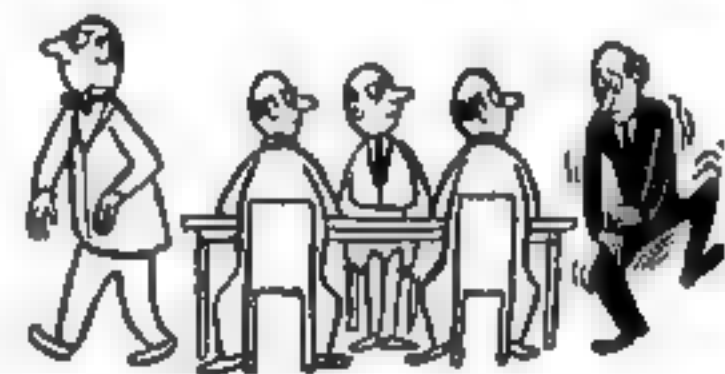
The mechanical monsters in your circulation department have certainly performed something more than wonders. The copy of *LIFE* (Sept. 15) in which they are depicted arrived at my address this morning, but nowhere on the entire magazine is there a single sign of my name, street number or city.

B. B. BURNES

Oakland, Calif.



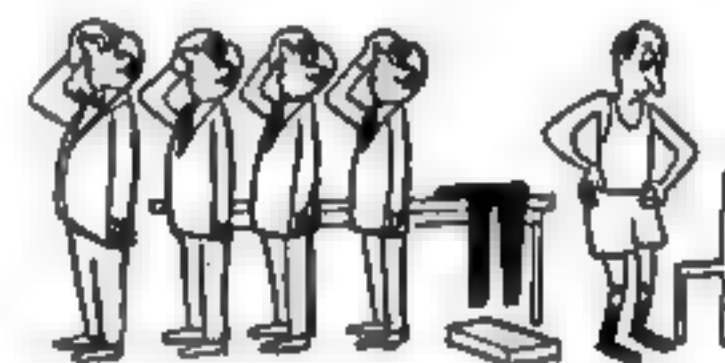
Fifteenth Vice-President Keating



Used to squirm like a fish at each meeting



Arrow Shorts solved the riddle



There's no seam in the middle



So they make for most comfortable seating



Get extra full!

Choice of Snappers or buttons!

No chafing center seams

ARROW SHORTS

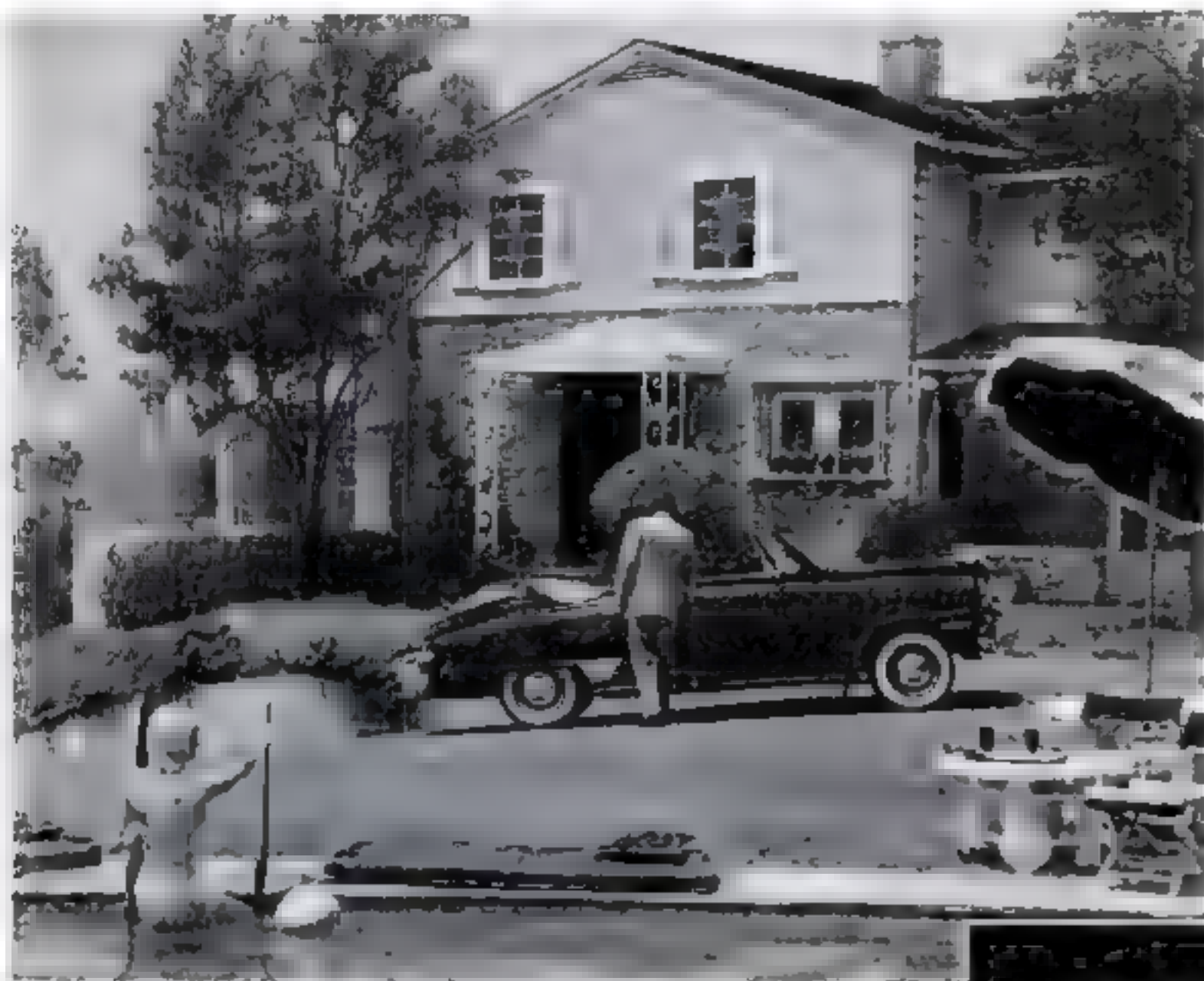
\$1.00 \$1.25 \$1.50

Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts

1. This mountain-top house overlooking Hollywood is the home of two young screen stars, Mr. R., who was once a sports writer, appeared in over twenty pictures before his U.S. Cavalry service. His next starring vehicle for Warner Bros. is "The Voice of the Turtle." Mrs. R. is also a Warner Bros. star. She played memorable roles in "Night and Day" and "Cheyenne."

They relax with drives in their new car to the beaches at Malibu and Laguna. They say they always use "Ethyl" gasoline because, "Our car is one of the family, and we want it to be happy."



2. The "most celebrated Wagnerian tenor of our generation" lives in this glass-walled home overlooking the San Fernando Valley. He made his opera debut in Copenhagen and in 1946 celebrated his twentieth anniversary as a member of the Metropolitan Opera Company. He established himself as a movie comedian in "Thrill of a Romance" and "Two Sisters from Boston," and will soon appear in "This Time For Keeps."

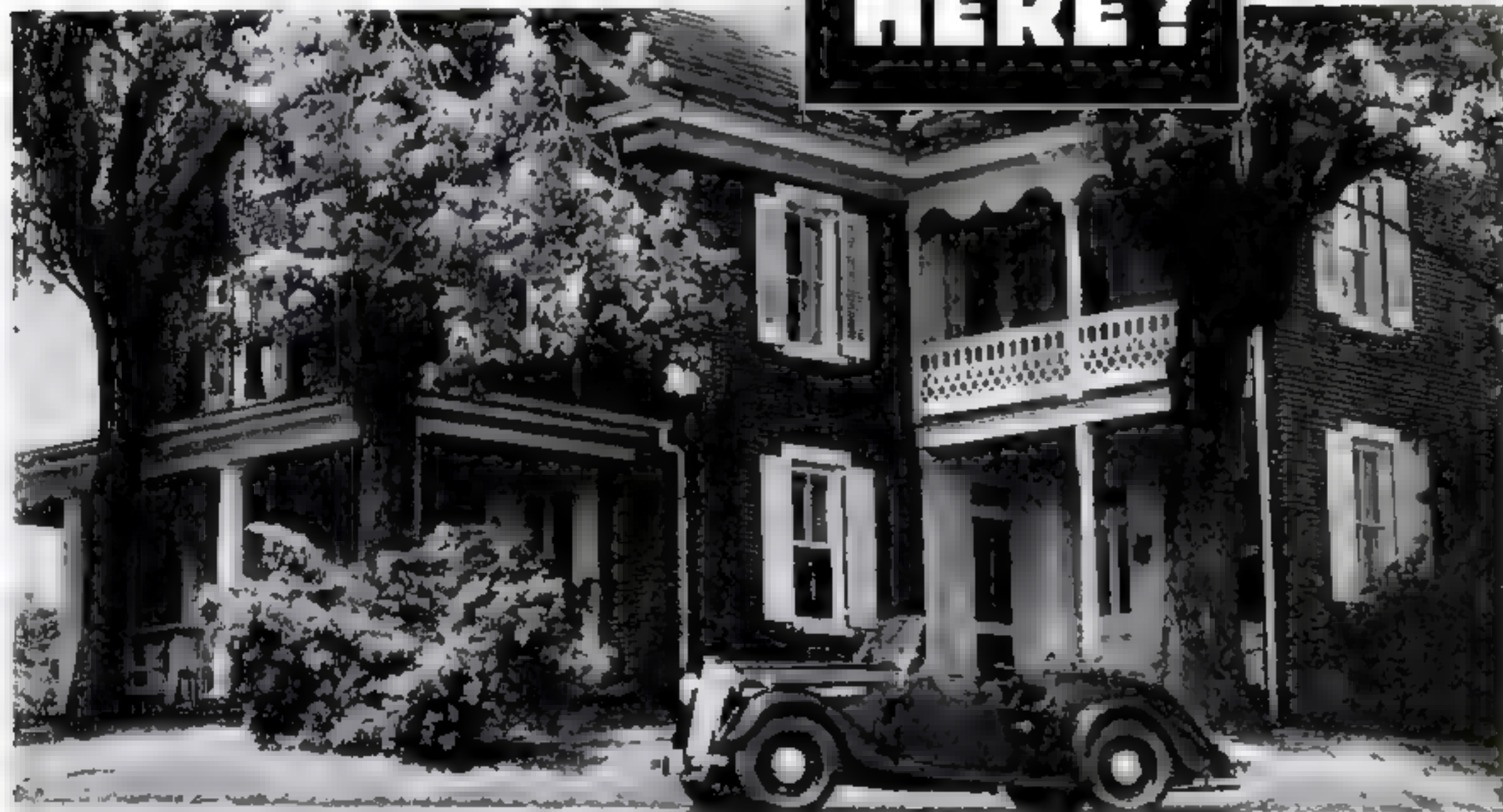
He is six feet four, weighs 220, and uses "Ethyl" gasoline in his car because, "A car that has to carry a big man like me needs extra power."



Well-known people live in these houses

**WHO
LIVES
HERE?**

... see if you can guess who they are



3. A leading illustrator owns this farmhouse in Bucks County, Pa. He was born in Plattsmouth, Neb., and received his art training in Kansas City and New York. He is best known for his Saturday Evening Post covers portraying ball parks, soda fountains, small town main streets and other Americana.

He spends much of his time touring in search of subjects for his paintings. On long trips he drives a 1941 convertible; closer to home he uses a 1947 two-seater. He buys "Ethyl" gasoline for both cars because, "I practically live on wheels . . . and 'Ethyl' gasoline makes life a lot pleasanter."

How many did you get right? Read this for the correct names:

You've probably noticed that the three homeowners we've described have one thing in common—they all use "Ethyl" gasoline. However, that isn't much of a clue to a person's identity. There are millions of Americans who believe that it pays to use "Ethyl" gasoline for power, performance and all-round satisfaction.

But from the other facts given, you might have guessed that the people who live in these houses

are: **1. Ronald Reagan—Jane Wyman 2. Lauritz Melchior 3. John Falter.**

Why do these famous people look for the "Ethyl" trade-mark? Simply because they want the best performance from their cars. Oil companies place the familiar yellow-and-black "Ethyl" emblem on gasoline pumps to identify their best gasoline improved with "Ethyl" antiknock compound. Ethyl Corporation, New York 17, New York.





Illustrated: Model PJ-13 Portable Heater, 110 Volt, AC

The Only All-Electric Heater with Patented SAFETY-GRID!

Young fingers are safe from shock or burn when you use this new portable Electromode Room Heater. There's no danger, because only Electromode has the patented cast-aluminum Safety-Grid heating element, with no exposed hot or glowing wires.

Enjoy this safe, sturdy portable heater in your home. You'll like its clean, even, fan-circulated heat that banishes chill from any room. Its fan can be used for summer cooling, too. Approved by Underwriters' Laboratories. \$29.50 plus tax.*



ELECTROMODE Built-in SMALL-ROOM HEATER

Install this heater in the wall of your bath, dinette, bedroom or other small room, and enjoy grand new comfort. Gives plenty of quick, circulated electric heat at the flick of a switch. Great for drying stockings and underthings, too. Attractive white baked-on enamel finish. Model WJ-13 (illustrated), \$29.50 plus tax and installation.*

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Models for small, medium and large rooms in your home or office, with thermostat control, if desired.

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World's Leading Exclusive Manufacturer Of All-Electric Heaters

LETTERS TO THE EDITORS

CONTINUED

Sirs:

My LIFE magazines are now coming just a week late. . . .

ELOISE L. LOVINE

Phoenix, Ariz.

Sirs:

LIFE NEED NOT HAVE GONE TO THAT EXPENSE, I HAVE MISSED NO COPIES NOR RECEIVED DUPLICATES NOR HAD A REEF SINCE VOL. 1, NO. 1.

JAMES W. STORAUH

INDEPENDENCE, MO.

Sirs:

In December 1942 I was stationed at the Cavalry Officer Candidate School at Fort Riley, Kan. I received from you a gift card stating that my mother was presenting me with a subscription to your magazine. Sure enough the next week I received the first copy with the terse announcement that my subscription had run out and urging me to renew it. Several letters from me brought no response other than occasional pleas to renew. More important matters brought a close to our one-sided correspondence.

Confidentially I've softened to the extent that I often buy a copy at the corner stand in broad daylight.

HARRISON MORTON JONES JR.

Long Beach, Calif.

Sirs:

How about the machine that unerringly pastes the address over the cover picture's title?

GEORGE M. McROBERTS III

Sierra Madre, Calif.

AGE OF ENLIGHTENMENT

Sirs:

I wish to congratulate you on your excellent account of the 18th Century in France (LIFE, Sept. 15). However, you refer to the king's daughter as Mademoiselle Adelaide. The king's daughters were always called Madame from the day they were born.

Rousseau's influence was indeed very great but he most definitely failed to live up to his own ideas. Although he "formulated theories of education which have since been adopted by all good schools" he nevertheless abandoned all of his five children to a public institution for foundlings.

B. TURENNE

New York, N.Y.

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smelling air
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kills
indoor
odors



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offending?

air-wick*, the little bottle with the magic wick, kills all unpleasant indoor odors... makes indoor air country-fresh.

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Tune in "Monday Morning Headlines" Sunday, coast-to-coast AHO network, 6:15-6:30 p.m., EST, following Drew Pearson.

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Actual color photograph of 1947 Studebaker Commander Regal De luxe 5-passenger coupe

There's something about a new Studebaker that gets people really excited



America's most painstaking craftsmen build your Studebaker soundly—They're men of conscience as well as competence—solid citizens with a real sense of responsibility. Quite a few members of Studebaker's working force proudly belong to unique father-and-son teams. Henry C. Ryan and his sons, Cyril and Henry, who are pictured here, have a combined total of 44 years of Studebaker employment.

MOST cars have little that's new in looks this year. They don't cause much of a stir.

But drive up in a distinctive new Studebaker and watch what happens.

Even neighbors you scarcely know come out to admire your car and congratulate you.

Studebaker's graceful, new, low-slung design is a treat to eyes tired of the monotonous sameness of car styling.

Thanks to the beautiful balance of the car, it handles with delightful ease. Its gently cradled ride is a new experience in sure-footed, luxurious comfort.

What's more, Studebaker's new over-size windows give you welcome extra

vision alongside, behind and ahead.

Wartime aviation's "black light" glare-proofs your dash dials for night driving. Exclusive new Studebaker brakes automatically adjust themselves to lining wear.

Don't settle for less than this real postwar motoring in any new car. See the new Champion and Commander models—and the special long-wheelbase Land Cruiser—as soon as possible.

STUDEBAKER
*The postwar leader in
motor car style*

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Where there's light there's Hope—the old bulbsnatcher

HOPE: Yes, it's Bob (Bulbsnatching-Again) Hope, telling you that when I swipe a light, I do it right, 'cause it takes a man, not a mouse, to get the brightest light in this house.

"Now look, Bob, you're putting yourself in a *bad* light when you rob one light socket to fill another. First thing you know you'll be straining the gleam in your eye with a wrong-sized bulb or bumping that chute snoot on a darkened doorway."

HOPE: Hold on, doc. You'll have me in stitches!

"Don't worry, Bob—while there's G-E, there's hope! General Electric lamp research is always at work to make G-E lamps *stay brighter longer*. So go to your G-E lamp dealer and stock up on General Electric bulbs."

Wait a minute, General, You're talking to a guy with a Private's income

"Then you'll love this, Bob. Just one dollar buys enough G-E lamps to put an end to anybody's bulbsnatching. So don't give up, Hope. Get G-E bulbs today!"

BOB HOPE
starring in
"WHERE THERE'S LIFE"
A Paramount Picture

Don't let a bulbsnatcher steal! Stock up on G-E lamps and G-E bulbs today!



Get a lot of light for
a little money... **15¢**
plus tax



G-E fluorescent
lamps, 40-watt **\$1.00**
plus tax



New! G-E Sunlamp!
Screws into any G-E
lamp socket... **\$9.95**
plus tax

G-E LAMPS Stay Brighter Longer!

GENERAL  ELECTRIC

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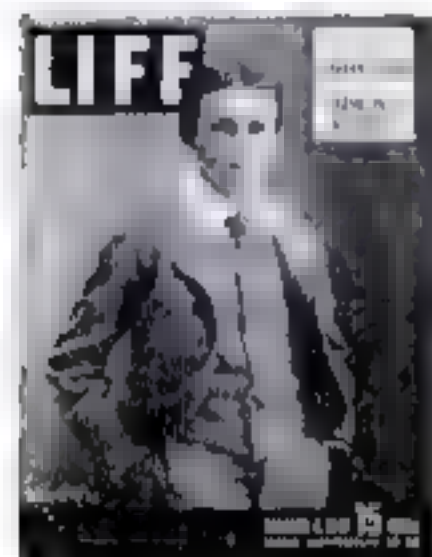
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LIFE'S COVER

At 13, Franklin Roosevelt was an outwardly solemn, worldly young man. He had been to Europe, was an avid reader of the *Scientific American* and a student of foreign languages. Fortified by these accomplishments, he assumed a properly dignified expression when he posed for this studio portrait in 1895. However a faint smile lingering on his face suggests that his mind was really occupied with the exuberant and whimsical thoughts of any boy. He revealed these thoughts in his fascinating letters which, after more than 40 years, are now published for the first time on pages 121 to 136 of this issue.

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Be wiser—buy



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Caught by a cat's whisker!

Ever take a picture of a cat?

They move in darts and dazzles...seem to have lightning in their veins...cut your chances down to a cat's whisker!

But with wide-latitude Ansco film in your camera (especially if it's *just* Superpan Press!), you stand a better chance of getting the picture—even when it's cats.

You'll be thrilled with indoor pictures *you* can make with a couple of inexpensive flood lamps, and a roll of Ansco Superpan Press in your camera. Get a roll *today*...and you'll be able to take better pictures *tonight*!

Ansco film won't make bad pictures good, mind you. But it'll make *any* good picture *better*! Ansco, Binghamton, New York.



ASK FOR ***Ansco*** FILM & CAMERAS

The Ansco f4.5 Speedex
Now available in limited quantities.



RED SQUARE BURSTS INTO LIGHT FOR THE ANNIVERSARY. WALL OF KREMLIN RUNS FROM STAR-TOPPED NIKOLSKAYA TOWER AT RIGHT TO TOWER WITH CLOCK

MOSCOW CELEBRATES 800TH BIRTHDAY

Long in advance of the big day, Moscow had been scrubbed clean and lacquered with fresh paint. The underground Neglinka River, which had been given to bursting out of its wooden conduit and through the street pavement above, had been confined in tile and the whole street repaved. A bandstand had been erected at nearly every street corner; 10 fairs had been set up so that no Muscovite would have to journey far to join the fun. Banners and flags hung everywhere.

For two days, beneath Moscow's exotic skyline of spire and cupola, the festival went on. Thirty-two groups of entertainers traveling in trucks roamed through the city, starting shows wherever the crowds gathered. There were dozens of bands for dancing in the streets, 120 dancing troupes, 150 singing choruses. Movie trucks set up portable screens and showed newsreels and shorts. Jockeys from the race track on Leningrad Chaussée paraded down Gorki Street with their silks and their horses. Thousands of people gathered in the Dynamo Stadium to watch a gymnastic display (p. 34); other thousands visited Trophy Park to ex-

amine Nazi airplanes and tanks which were captured in the war.

The biggest show came on a Sunday night. As dusk fell everyone started to move toward Red Square. More than a million people pushed toward

the Kremlin and spilled into the streets. Then one by one the lights flashed on. Buildings were etched in light (above); the Kremlin wall was flooded; searchlights picked out flags and Stalin portraits suspended from barrage balloons. At 9 p.m. cannon on the Kremlin wall boomed a salute to Moscow and a blaze of fireworks went up over the river.

Thus, like any proud capitalistic city, Moscow celebrated the 800th anniversary of its founding by an obscure prince named Yuri Dolgoruki. To 5 million citizens, dancing on the pavements or gawking at the lights (pp. 32-33), the celebration was a gay holiday which had been the subject of a Soviet press build-up since early last spring. To the men in the Kremlin it was considerably more than fun and fireworks. Stalin in his anniversary speech made it clear that, no matter what the rest of the world thinks about the Russian example, he considers Moscow the symbol of a crusade to remake the world in the Communist image. "Moscow," he said, "is... the banner of the struggle of all the toiling men in the world... a herald of the struggle for peace and friendship among the peoples..."



FIRST KREMLIN, with wood walls, was built in 12th Century. Kremlin means walled inner fortress of city.



THE BIG NIGHT COMES TO SVERDLOV SQUARE. AT THE LEFT IS THE BOLSHOI THEATER, HOME OF THE BALLET AND OPERA, WITH SEARCHLIGHTS PLAYING ON GIANT
WATCHING THE LIGHTING DISPLAY, A WOMAN IS AS IMPRESSED AS HER CHILDREN



AT THE HEIGHT OF THE CELEBRATION, AS CANNON BOOM FROM KREMLIN, A MASS



PHOTOS OF LENIN AND STALIN. IN THE CENTER IS MOSCOW'S BIGGEST DEPARTMENT STORE. AT THE RIGHT, BEHIND FOUNTAIN, IS THE MALY THEATER FOR DRAMA
 DISPLAY OF FIREWORKS EXPLODES INTO THE SKIES OVER THE MOSCOW RIVER A FATHER, DRESSED IN HIS WORLD WAR II UNIFORM, HOLDS UP HIS YOUNGEST



CONTINUED ON P. 15



IN DYNAMO STADIUM A GROUP OF MOSCOW'S YOUNG ATHLETES PARADE WITH MASSED FLAGS. THE SHOW INCLUDED GYMNASTS, CYCLISTS, TRICK HORSEBACK RIDERS



THE STREET DANCING STARTS IN PUSHKIN SQUARE



GIRLS ARE UNDAUNTED BY THE LACK OF PARTNERS



BY RUSSIAN CUSTOM BOYS ALSO DANCE TOGETHER



CELEBRANTS VISIT GAY, FRENCH-TYPE CAFE OPENED IN MIDDLE OF MOSCOW IN TIME FOR THE ANNIVERSARY

THE BANDELEADER PLAYS NEW TUNE FOR DANCERS IN PUSHKIN SQUARE. IN BACKGROUND ARE CARNIVAL BOOTHS



CONTINUED ON NEXT PAGE

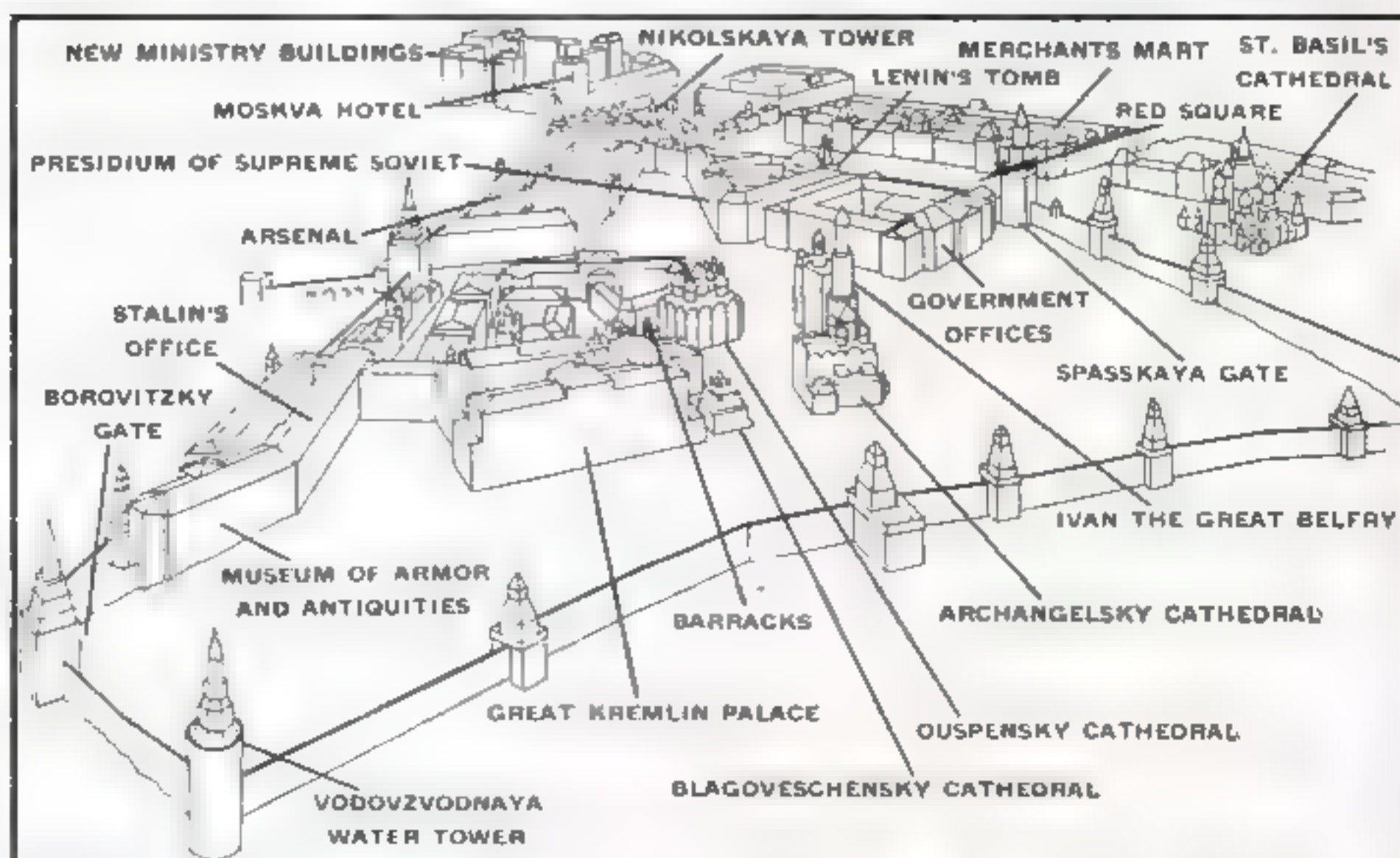




THE KREMLIN

It is Moscow's heart and symbol

For centuries the Kremlin enclosed most of the "city" of Moscow and during its entire history has been the surviving symbol of the city's greatness. It is bounded by the Moscow River (*foreground in drawing above*) and by the Red Square in right background. Since the 1917 Revolution the Grand Palace was redone to accommodate the Supreme Soviet, and the Old Court building now houses the Soviet Presidium. Inside the triangle which is enclosed by the Kremlin's pink brick walls there are three cathedrals, a park and Stalin's apartment-office. The Spasskaya gate chimes which once tolled out hymns still play—as ordered by Lenin—the *Internationale's* "... Arise, ye wretched of the earth...."



REFORM IS SWEEPING THE CITIES

BUT EVEN THE BEST CITY MANAGER NEEDS A VIGILANT CITIZENRY TO MAKE IT LAST

To an extent that would have pleased his sense of the dramatic, Fiorello La Guardia is giving the lie to Mark Antony. Much of the good he did as mayor of New York City is living after him. The 67 schools, 262 playgrounds, 14 housing projects, numerous hospitals, bridges, tunnels, subways and parkways are enduring monuments. So are the improvements in civil service, purchasing, police administration and other departments of city government. But La Guardia also left proof that reform, besides being virtuous, can be fun. This has given a boost to municipal efforts all across the country.

The National Municipal League, with reports from every state, says flatly that the U.S. is now having the greatest surge of local reform in history. Some of this is due to veterans who came back with reinvigorated ideas of democracy: in Athens, Tenn., they turned the rascals out at gun point. Some is due to the pressure for higher wages by city workers and teachers; with so many exacting eyes on them, city fathers find it harder to chip away a dishonest dollar. But the most significant thing about the present reform wave is that it has intelligent direction. Americans now appear to have sufficient political maturity to know what they want and how to get it.

Goodness Is Not Enough

Electing a good mayor is good, but not good enough. Minneapolis, for example, elected a fine man named Hubert Humphrey Jr., a teacher of political science. Once in City Hall he sent for a department head and asked for some information preliminary to a reorganization. The department head looked at the mayor coldly and replied, "I have 26 bosses upstairs in the city council. They require all my time. I can't take care of you." The new mayor thus learned with a bang that his city suffered from "characteritis." He has therefore led a campaign to revise the charter so it will center more power in the mayor's hands.

Good municipal government is a fairly new science in America, though our reforming itch is an old one. Only a couple of generations ago the average town offered police and fire protection and little else. Utilities, including water, were more often than not private enterprise. So was welfare, or charity. Health departments were unheard of until New York got the bright idea. Traffic problems were not even a Detroit dream.

So almost anybody with a strong handshake and a Prince Albert coat was qualified to serve as mayor. In the larger cities political gangs took over and ran things in the interests of the gamblers and the saloon and brothel keepers. Some of the Prince Alberts were found to have capacious pockets. Lord Bryce, looking over the scene in the 80s, concluded in his *American Commonwealth* that the government of cities was the one conspicuous failure of democracy in the U.S.

Twenty years later Lincoln Steffens found no improvement, though there had been many attempts at reform. The usual reform pattern was to fanfare the scandal and use it to elect some patently honest burgher, preferably with conspicuous church connections. His virtue was expected to give him the wisdom to cope with selfish politicians and the knowl-

edge to direct a growing complexity of municipal affairs. No wonder so many reforms fizzled in disappointments. The best of them left strong charters but weak or corrupt mayors in their wake.

But one reform did not fizzle: Cincinnati's. Anybody interested in improving any city government, small or large, cannot do better than study what Murray Seashengood, Charles P. Taft and others did for their home town.

City Managers

Cincinnati was being run by a character named R. H. Hynicka via long distance from his New York burlesque theater. But the Cincinnati reformers knew they had to do something more than just abolish Hynicka. They decided that a professional city manager, a man trained and experienced in running the business of a municipality, would be their best bet as a replacement for the gang. This was not an original idea. City managers had been gaining in repute for more than a decade. But Cincinnati's reformers observed that a manager's success would depend on the quality of the city council that hired him and set his policies.

They knew that in Cleveland a council dominated by bosses had largely thwarted a city manager. More recently Pendergast in Kansas City acceded to reform demands by craftily installing his own stooge as manager. Still more recently Jesse Jones helped toss the manager plan out of Houston for no good reason.

In Cincinnati they hit on the idea of electing their council by proportional representation. This minimized ward politics, gave representation to minority groups and, according to Charles Taft, has been "the most important single element in the success of good government in the city..." (New Yorkers with their brief experience of P. R. will have to think of this when it comes up for reconsideration this November.) Cincinnati's P. R. council has chosen and supported such outstanding managers as C. O. Sherrill and C. A. Dykstra. Nearly every administrative department has been a model. The debt has gone down, so have taxes. It's been a clean city for 22 years. It has repulsed repeated attempts to mess it up again. For behind its good machinery is a wide-awake group of citizens who know that constant vigilance is the price of good government.

This success has inspired other cities. Cambridge, Mass., had got about as corrupt as you can get in 1942. Even the mayor was in jail. Then the League of Women Voters, some Harvard professors (including Dean Landis of the Law School) and other good citizens put over a plan similar to Cincinnati's. Already taxes have been cut 23%, while the wages of city employes have gone up an average of \$500. The cost of paving, always a graft thermometer, has been cut from a high of \$2.50 a yard to an average of 60¢.

And now the Cambridge example is spreading to five other Massachusetts cities: Somerville, Medford, Worcester, Fitchburg and Pittsfield are voting on adoption of a similar plan this fall. Indeed 81 U.S. communities, including Hartford, Conn., adopted the city manager plan (though not all with P. R. coun-

cils) last year. That is nearly twice the record of any previous year. Already this year 66 communities have adopted it and many more, including Richmond, Va., are expected to vote it in during the autumn elections. No less than 753 American cities now have managers, one out of every four above 10,000 population.

Earlier this year Robert S. Allen, in editing a book called *Our Fair City*, charged that U.S. communities were no better than in Steffens' day, still "corrupt and contented." The real evidence does not bear him out. Memphis has its Crump, Jersey City its Hague. In Hoboken the other day they found they had 25 city workers taking care of 50 on relief. And Boston and Philadelphia are probably prime examples of how not to run a city. Boston is still Jim Curley's town, even though Curley is in jail on a federal offense. Philadelphia, for years a pawn in Joe Pew's peculiar dreams of political glory, still lacks a decent water system and its vital assessing functions are handicapped by political hacks. Both Philadelphia and Boston, by no great coincidence, lack really fighting civic-minded newspapers. Yet even these have strong reform groups working for Cincinnati-type rule. So far their efforts have been nullified by state legislatures that refuse to let Philadelphians and Bostonians vote on the new type of charter.

Begin at Home

Some Americans complain that they feel ineffectual in the great international political crises of the day. Well, if you really believe in democracy, it begins at home. Local government is an \$11 billion enterprise in the U.S.; it is also much more than that. It is the place where good citizenship begins. From honest and well-run cities and towns come the abilities to govern counties, states and the nation.

No city retains its title as the Cradle of Liberty (or even the Hub of the Universe) without fighting for it. Good government exists only where the people keep everlastingly at it. Pericles regarded the man who holds aloof from public life "not as quiet, but as useless." Ed Flynn, boss of The Bronx, is not exactly the Pericles of these times, but he knows the machinery of city government. In his new book *You're the Boss* (The Viking Press, \$3) he tells us how we can dispense with him and his kind. He calls it "Utopia," but it needn't be as far away as all that. It will come, he says, when "all the citizens resolve to work 365 days a year at being citizens."

PICTURE OF THE WEEK: ➔

The mad tableau enacted on the opposite page was caught by a photographer in Rome just after the Pope solemnly addressed Catholic Action delegates in St. Peter's square (LIFE, Sept. 22). En route back to his chambers, the Pope spied Monsignor Diego Venini (left) in the throng and extended his hand in greeting. Monsignor Venini happily swirled up his robes and thrust out his hand to clasp the Pope's. But at that moment Monsignor Giovanni Urbani (center) saw an acquaintance of his own and leaped forward to waggle a friendly forefinger at him, thus providing a moment of high good humor on an otherwise solemn occasion.



EUROPE SUBMITS ITS "MARSHALL PLAN"

Sixteen nations call on the Americas for \$19.3 billion to prevent immediate crash and get self-help started

Last week in Paris the 16 nations that responded to Secretary of State George C. Marshall's plea for a concrete European recovery plan put their report in a green manila folder, bound it up with a ribbon of shocking pink and sent it to Washington. The report staggered some Americans. The Europeans said that they needed \$22.4 billion worth of goods and dollars in the next four years, \$19.3 of it from the U.S., Canada and Latin America. But they also outlined their determination to lift themselves by their own and each other's bootstraps.

The Paris consultants, representing Austria, Belgium, Denmark, Eire, France, Greece, Iceland, Italy, Luxembourg, Netherlands, Norway, Portu-











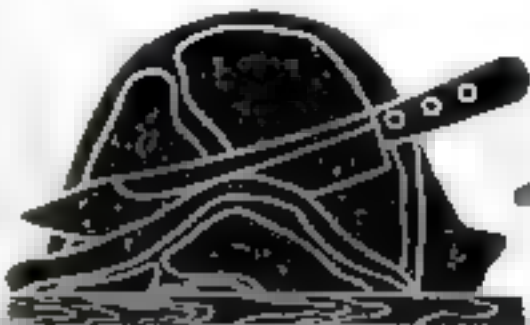





gal, Sweden, Switzerland, Turkey and the United Kingdom, made no plea for unconditional relief. They asked for food (below) to get the recovery program started but also outlined a stern program of self-help and increased production designed to cure rather than merely alleviate Europe's economic ills.

The report pointed out the causes of Europe's present dilemma—war devastation, inflation, loss of dollar funds and loss of food imports from south-east Asia and eastern Europe. It listed present levels of production, 1951 goals and amount of emergency aid needed to achieve them. Finally the participating nations blueprinted a program of mutual aid unlike any Europe has seen. This ranged from a

proposition for pooling freight cars to plans for Alpine power plants serving whole groups of countries.

Whether the U.S. Congress and the American people were prepared for the sacrifices such a program would certainly entail was far from clear. There remained the question of whether Europeans were really ready to get down to work and achieve their announced goals. But one thing was certain: to recover, Europe must have help and must have it soon. From Paris, LIFE Correspondent Charles Wertenbaker cabled, "If no new credits are allowed, France will be virtually bankrupt in three weeks. . . . No American aid would mean big Communist gains [and the] overthrow of [Premier] Ramadier."

FOOD NEEDS ARE THE IMMEDIATE PROBLEM

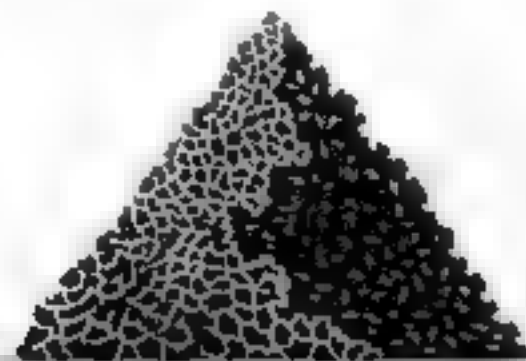

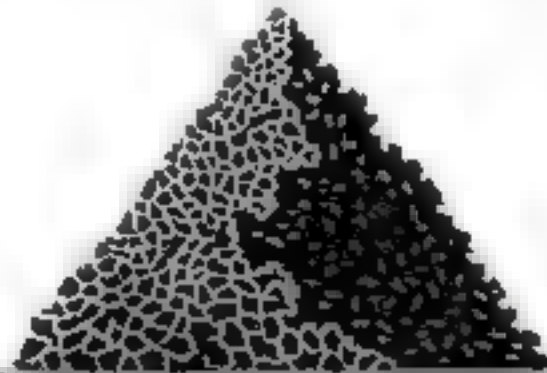

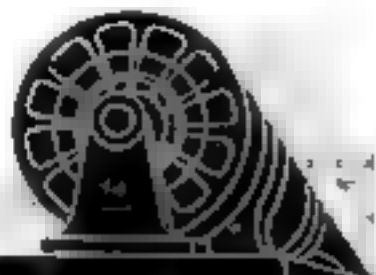
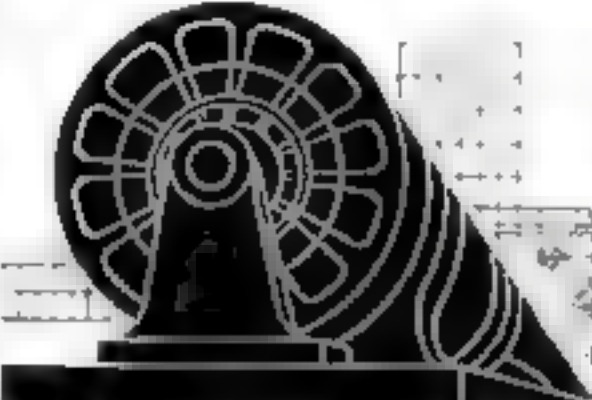












PRODUCTION	PREWAR	PRESENT	GOAL FOR 1951	IMPORTS (Proposed) 1947-51
GRAINS (Tons)				
	1,400,000	1,100,000	2,400,000	10,200,000
SUGAR (Tons)				
	3,700,000	1,400,000	3,400,000	8,500,000
MEAT (Tons)				
	1,500,000	1,000,000	2,400,000	9,800,000
OILS AND FATS (Tons)				
	1,100,000	2,200,000	2,400,000	8,100,000

PRODUCTION OF FOOD is still low and prewar imports from the Balkans and other areas are no longer available. This means that the 1951 goals must be in-

creased as much as possible, but unfortunately that isn't much compared to industrial possibilities (opposite). The figures in the first three columns are all yearly tonnages.

In the fourth column the figures represent the four-year import totals. Even after 1951 production will not equal demand, though normal purchases may then be possible.

INDUSTRIAL NEEDS ARE KEY TO FUTURE

PRODUCTION	PREWAR	PRESENT	GOAL FOR 1951	U.S. AID 1948-51
COAL (Tons)  552,000,000	 439,000,000	 584,000,000	Coal (About 32,000,000 Tons) \$700,000,000 Mining Machinery \$220,000,000	
ELECTRICITY (Kilowatt Hours)  98,142,168,000	 142,000,000,000	 31,000,000,000	Electrical Equipment \$500,000,000	
OIL REFINING (Barrels)  110,000,000	 83,000,000	 213,000,000	Petroleum Equipment \$555,000,000 Petroleum Products \$2,200,000,000	
STEEL (Tons)  45,500,000	 30,300,000	 124,000,000	Steel Plants \$400,000,000 Iron and Steel \$1,200,000,000	
SHIPPING (Deadweight Tons)  46,200,000	 38,600,000	 83,500,000		
INLAND TRANSPORT (Freight Cars)  141,600	 112,000	 177,000	Equipment \$490,000,000	

PERMANENT RECOVERY requires rehabilitation of Europe's industrial plant. From the V E Day low, Europeans have made some progress, notably in electric power

(second from top), but to meet rising yearly quotas and the 1951 goal they will still need a half billion dollars' worth of electrical equipment (right column). Only in

shipping (second from bottom) is there a good prospect that Europe can do it alone, and that depends on hoarded coal and steel production and availability of labor.



IN THE BRITISH ZONE OF GERMANY A RAGGED LINE OF CITY-DWELLERS MOVES ACROSS A NEWLY HARVESTED WHEAT FIELD IN AN EFFORT TO FIND LEFTOVER KERNELS.

THE PROBLEM IS: TOO LITTLE BREAD, TOO MUCH POLITICS

A great barrier to European recovery is the split between east and west. Soviet Russia and the nations of the Russian bloc were invited to participate in the Paris Conference but refused. The Russians apparently were not interested in any recovery program which they could not dominate politically.

The Paris report blinks at this tough reality. In fixing the recovery price the report "assumes" that the Sovietized Balkans eventually will resume exports to Western Europe. This seems unlikely, particularly since the U.S.S.R. seems willing to play politics with its good 1947 grain harvest and since

Communists in some of the Marshall Plan nations are openly seeking failure of the program (*below*). In the meantime, unless the Western Hemisphere decides to come through, human beings in Europe (*above*) will have to scratch for food in much the same way as chickens in the Soviet Union (*right*).



COMMUNIST OPPOSITION to Marshall Plan is expressed in Italy by posters like the one above, in which Premier de Gasperi is caricatured as a puppet of "Wall Street."



CUT IN BREAD RATION brings out thousands of Parisian trade unionists in demonstration in Paris' Champ de Mars. One of the signs says, "LESS BREAD MEANS DEATH!"



THE PLIGHT OF THESE PITIFUL GLEANERS IS REPRESENTATIVE OF MOST URBAN EUROPEANS, WHO FACE A WINTER OF HUNGER AND PRIVATION AFTER POOR HARVEST



SOVIET SUFFICIENCY is demonstrated by fact that grain, which in other parts of Europe is desperately needed to feed human beings, can be fed to the chickens. Above is

E. E. Jelenkova, whom the Russians identify as "one of the best poultry breeders of the Sovhoz area." Reds claim their poultry program is up 100% from the prewar level.



LITERALLY AND FIGURATIVELY RIDING HIGH, HENRY KAISER AND JOSEPH FRAZER BEAM DOWN AT THEIR 100,000TH CAR FROM SEAT OF OLD-FASHIONED COACH

DETROIT SURPRISE

Kaiser and Frazer score victory
with 100,000th new automobile

Last week in Detroit, Packard displayed a 1948 model and Hudson announced that it was pushing \$16 million worth of retooling for a "radically new" design. But mostly the auto-makers in the world's motor capital gleefully cursed a shortage of steel. An exception was the Kaiser Frazer Corporation, which, with its own mill, was comparatively well off. Its 13,000 employees took a day to parade in celebration of a joyous production triumph. They had produced their 100,000th car.

Historically the day marked a return to industry of rugged individualism—personified this time by blustery old Henry Kaiser and wily old Joe Frazer. They started two years ago with the sincere worst wishes of their rivals, who freely predicted that Kaiser Frazer would never finish 100 cars. It looked as though Henry and Joe were rubbing it in when they took full-page ads that screamed, "KAISER FRAZER NOW WORLD'S FOURTH LARGEST PRODUCER OF AUTOMOBILES!"

BETTER THAN EVER! TRY IT NOW!

Campbell's
GREEN PEA SOUP

MADE TO A NEW, IMPROVED RECIPE!

EVERY DELICIOUS SIP speaks of June gardens basking under the sun . . . of green vines heavy with full-to bursting pods . . . of peas young and tender and fairly begging to be eaten. You'll enjoy the taste of peas like these in the velvet-smooth puree Campbell's make, adding golden table butter

and delicate seasoning . . . And right here is where words must give place to spoons! For only by tasting it can you appreciate the rich, full flavor of Campbell's Green Pea Soup, as made to the new improved recipe. Add water for a tempting pea soup . . . milk for an extra nourishing cream of pea



Everybody's Pointing to America's Finest Electric

Eleven great postwar improvements in this beautifully styled modern range include faster-starting, pan-hugging, lifetime Calrod* heating units, bigger oven and broiler, two-way thrift cooker and accurate, automatic timer. Hotpoint, the leader, brings you the new things first!



EVERYTHING you've ever wanted in an electric range—plus 11 important new advancements—is brought to you in the new Hotpoint Automatic Electric Range. Built by America's *pioneer* range manufacturer, this brilliant new pace-setting, postwar model gives *better* results and makes cooking *simpler* and *speedier* than ever!

● **Outstanding among the new improvements** are the faster-starting, lifetime, pan-hugging Calrod* heating units that bring food to the right cooking temperature in *seconds*!

● **An entirely new and larger Sealed-Heat oven**, completely insulated, gives you more capacity, greater economy. The heating unit, sealed *below* the oven, gives better heat distribution—better baking results! The Hotpoint oven is the cleanest ever built! Hotpoint's new automatic Oven Timer Clock saves you hours of watchful waiting.

● **Another Hotpoint feature** is the dual-service thrift-cooker unit, which increases surface capacity 25%. It can be used for deep-well cooking—or *quickly, easily elevated for top-of-range use*!

● **Before you buy any range**, look at the world-famous Hotpoint Automatic Electric Range. Compare it point for point. You'll see why everybody's pointing to Hotpoint—America's fastest growing appliance line. All Hotpoint appliances—including Hotpoint Dishwashers, Washers, Ironers, Dryers, Home Freezers—are the finest 43 years of experience can make them! Consult the phone book for the name of your nearest Hotpoint dealer. Hotpoint Inc., 5600 W. Taylor Street, Chicago 44, Illinois.

ORDER U. S. PAY OFF.

● **Hotpoint Electric Kitchens** are designed around three work-saving centers by America's foremost kitchen planners. Hotpoint-planned kitchens have been selected by thousands of families. Hotpoint appliances feature matched styling. You can build your Electric Kitchen appliance by appliance.

● **Hotpoint Electric Range** now offers 11 important improvements. New Calrod heating units, with a dual-service thrift-cooking unit, increase surface capacity 25%. New type of sealed-heat oven gives more oven space plus evenly distributed heat for better cooking results. Improved broiler cooks steaks for 10 people in 10 minutes. Hotpoint Ranges stay cleaner and are easier to clean. Automatic timer permits you to cook entire meals while you are away—gives you more leisure.



Hotpoint... Range!



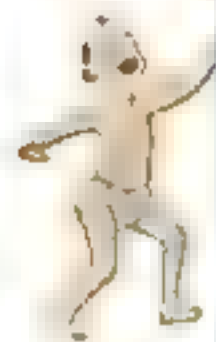
● **Hotpoint Washer**—the big buy in the quality washer field with famous Thriftvator 3-zone washing action. Only four moving parts.



● **Hotpoint postwar refrigerators** offer the most important advance in years with a new streamlined design that gives as much as *one third more storage space in the same kitchen space!* Now you don't have to buy a bigger refrigerator to get the room you need. Hotpoint uses less electricity, freezes ice faster.



● **Hotpoint flatplate ironer**—*Easiest-to-use* automatic ironer on the market. You can see as you iron. Pressure equal to 100 hand irons. Rotary types also available.



● **Hotpoint Water Heater** offers the biggest improvement that's been made in water heaters in 15 years. An entirely new type of mechanical design gives you fast, dependable and economical hot-water service.



● **Hotpoint Dishwasher** washes, rinses and dries automatically. Exclusive front opening for easy operation. Quality backed by Hotpoint's 15 years of experience as pioneer builder of electric dishwashers.



World's Finest
Research,
Engineering And
Craftsmanship
Plus 43 Years Of
Exclusive Electric
Appliance Experience

Hotpoint

A GENERAL ELECTRIC AFFILIATE

Appliances

43 YEARS OF QUALITY

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TRY "GOLD ON A RAFT"

— IT'S BIRDS EYE WONDERFUL!

Here's the sweetest, milkiest corn-eating that ever sailed to the table on a raft of frizzled ham!

It's Birds Eye Golden Sweet Corn . . . all "sassed up" in onion butter, sprinkled with Birds Eye Peas (or Limas), covered with cream.

Every sweet mouthful brims with the luscious,

farm-fresh flavor of corn snatched from the stalk in its dewy youth and popped in the pot—pronto!

Birds Eye quick-freezes only very special, carefully-nurtured corn. They *seal* in the wonders of the glorious stuff, so you get all the country goodness! Your storekeeper has plenty of Birds Eye Corn now!



RECIPE FOR "GOLD ON A RAFT"

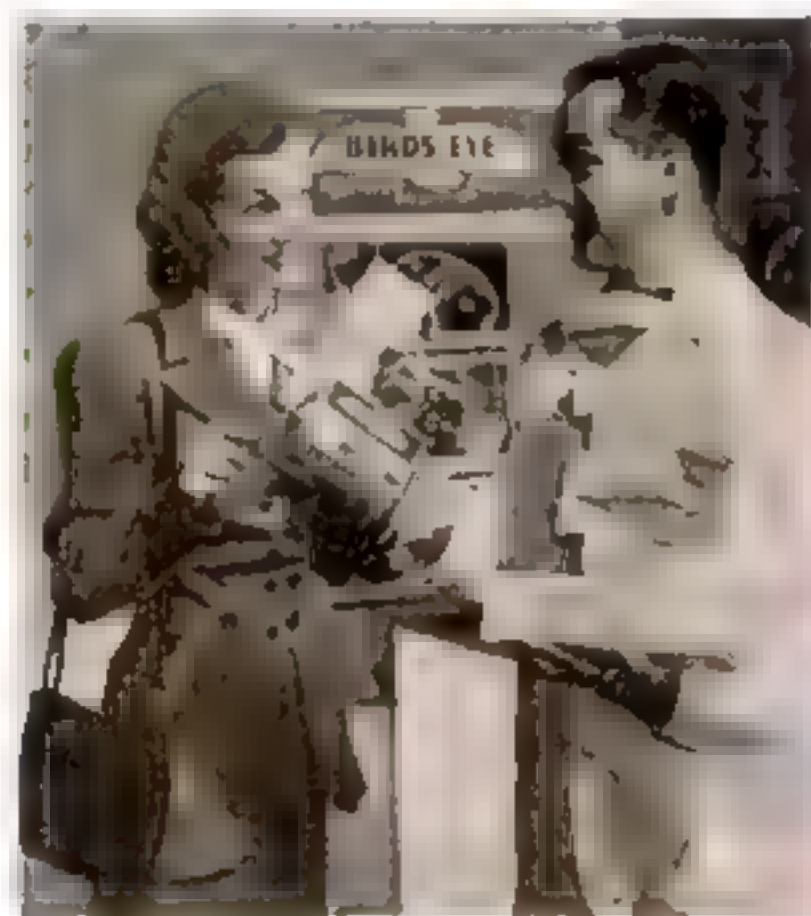
1 tablespoon diced onion 1 tablespoon butter
1½ teaspoons salt ¼ teaspoon pepper
1 box Birds Eye Golden Sweet Corn
1 cup Birds Eye Peas*, cooked 1 cup light cream
6 thin slices boiled ham, frizzled

Sauté onion in butter until tender (about 5 minutes). Add butter, seasonings, and sweet-and-milky Birds Eye Corn and cook, stirring occasionally with fork to separate the delicate kernels of corn. Cook 2 or 3 minutes longer, or until corn is tender; add peas. Add cream gradually and heat a few minutes longer. Arrange on hot platter with frizzled ham, made by quickly sautéing ham in a small amount of fat. Makes 3 or 4 servings.

*Other leftover Birds Eye Vegetables such as Lima beans or green beans may be substituted for the peas.



NO WORK! NO WASTE! Every smitch of Birds Eye Corn is perfect—and perfectly delicious. Whole, plump, milky kernels are cut from the ear, cleaned, inspected before quick-freezing. You just cook it!



IF YOU LIKE to take it easy and eat swell, too . . . you *must* try every one of the wonderful Birds Eye Foods . . . young vegetables . . . plump, tender poultry . . . seafoods that sing with the tang of the sea . . . fruits with orchard-sunny flavor!

Look for money-saving bargain buys right now at your Birds Eye store. *Best eating yet!*



BELLOW LIKE A BULL if you ask for Birds Eye and don't get Birds Eye. Don't let anyone tell you that other brands of quick-frozen foods are the "same as" Birds Eye. There is *only one Birds Eye*—quality with money-back guarantee!

PEOPLE

REPUBLICAN SPOKESMAN Joseph Martin Jr. set out last week on a political pilgrimage through seven Western states. The Speaker of the House announced he would "preach the gospel . . . of Republicanism." When asked to comment on his own candidacy for the Republican nomination he replied, "Anyone who gets the call to higher service in the party will take it." At Milwaukee (*right*) he stopped to pound the G.O.P. bible at a \$100-a-plate dinner for the faithful, sermonized that the Republican Congress "had kept the faith." Then he set out for fields already trod by pilgrims Dewey and Taft.



RETIRED STATESMAN Henry L. Stimson turned 80 on Sept. 21 and celebrated by giving a buffet supper at his Huntington, N.Y. estate for 19 close friends, who helped direct top U.S. strategy in World War II. As they gathered for this historic portrait their host, who served in three U.S. Cabinets between 1911 and 1945, announced that for once in his life he was free of protocol, placed his friends where he wanted

them. The arrangement: (*seated, left to right*) Air Force Chief of Staff Carl Spaatz; General Eisenhower; Secretary of the Army Kenneth Royall; Secretary of State Marshall; Mr. Stimson; Secretary of Defense Forrestal; ex-Secretary of War Robert Patterson; Under Secretary of State Robert Lovett; Lieut. General Courtney Hodges; (*standing*) Major General Alexander Surles (ret.); Stimson War Aides Harvey Bun-

dy and William Kyle; Major General Norman Kirk (retired Surgeon General); wartime Supply Chief Lieut. General Brehon Somervell; Atomic Engineering Consultant George Harrison; Far East Expert Major General Frank McCoy (ret.); Wartime Civilian Consultant Arthur Page; Manpower Expert Goldthwaite Dorr; former Stimson Law Partner Allen Klots, and McGeorge Bundy, Mr. Stimson's present secretary.

It happens in **TWO SECONDS**



Within two seconds,
an expert pistol shot, shooting
at six moving targets,
hit every one of them!

Test shows how fast Bayer Aspirin
disintegrates in your stomach!



And as this glass-of-water
test proves, within two
seconds after you take Bayer
Aspirin, it's ready to go to
work, to bring

FAST PAIN RELIEF



Thanks to three steps taken in
manufacture . . . instead of
only one . . . Bayer Aspirin is
fast. And that it's ready to go to work
within two seconds, to bring you really
quick relief from ordinary headache,
neuritic or neuralgic pain is important.

But its remarkable effectiveness and
wonderful gentleness are also important.
And records show that Bayer Aspirin's
single active ingredient is so effective

doctors regularly prescribe it for
pain relief . . . is so gentle to the system
that mothers give it even to small
children on their doctors' advice.

Keep these points in mind whenever
you buy anything to ease pain. And
don't forget—no other pain reliever
can match Bayer Aspirin's record of
reliability . . . its record of use by mil-
lions of normal people—without ill ef-
fect. So ask for Bayer Aspirin—by name.

*Always ask for
genuine*

BAYER ASPIRIN



GARSON HASN'T GOT NEY

In 1942 Greer Garson and Richard Ney were a tender mother
and son (*above*) in the movie *Mrs. Miniver*. In 1943 they be-
came a tender husband and wife in real life. But by last week
things had changed. Greer told a Hollywood divorce court that
Ney, 2 years her junior, was "critical of my work and told me
I was a . . . a has-been." This impressed the judge, who quick-
ly granted her a divorce. Then she burst into tears (*below*).



CONTINUED ON PAGE 38

RKO's PIC-TOUR OF THE WEEK



"THE FUGITIVE"

ON THE ALERT, even as they pause to rest, are these fear-ridden fugitives, **HENRY FONDA** and **DOLORES DEL RIO**. Scene from impressive drama, *The Fugitive*, directed by **JOHN FORD**, co-starring **PEDRO ARMENDARIZ**. A John Ford-Merian Cooper Argosy Production.



"THE MIRACLE OF THE BELLS"

THIS IS VALLI, beautiful European actress, whose selection for role of "Olga" in *The Miracle of the Bells* ended long search. Also starred in screen version of Russell Janney's best-seller: **FRED MACMURRAY** and **FRANK SINATRA**. Produced by Jesse L. Lasky and Walter MacEwen.



"TYCOON"

NO TIMID LOVER is husky bridge-builder **JOHN WAYNE** in RKO's *Tycoon*. His bold pursuit of **LARAIN DAY**, daughter of his tyrant boss, is as breath-taking as furious action which packs the film from beginning to end. Mighty Andes form setting for this Technicolor epic.



"MOURNING BECOMES ELECTRA"

PREPARATION for filming scene in RKO's *Mourning Becomes Electra* calls for script confab between **ROSALIND RUSSELL**, **LEO GENN**, Producer-Director **Dudley Nichols**, center, who wrote screen play. Brilliant cast includes **MICHAEL REDGRAVE**, **RAYMOND MASSEY**.

**THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE**





There's no Gin like Gordon's

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH ...

Gordon's Gin
100% Neutral Spirits Distilled from Grain

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle ... 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

PEOPLE CONTINUED

WHO LET EISLER IN?

In Washington the House Un-American Affairs Committee investigated the past of Hollywood Composer Hanns Eisler. They called him a Communist, questioned his right to be in the U.S. Former Under Secretary of State Sumner Welles testified that he got two routine letters from Eleanor Roosevelt on behalf of Eisler. Former Assistant Secretary George Messersmith said Welles passed the letters along to him. This intimation of White House interest did not hurt Eisler, who was admitted to the U.S. in 1940. Now he faces deportation.



UNEMBARRASSED, EISLER DENIES THAT HE IS A COMMUNIST

EISLER GREETED IN NEW YORK



Part of enormous throng of a crowd of 1,000 greeted Hanns Eisler, noted German revolutionist, as he arrived to conduct orchestra for his first performance.

1936 "DAILY WORKER" SHOWS HIM GIVING COMMUNIST SALUTE



EMBARRASSED AT HEARING: WELLES (LEFT) AND MESSERSMITH



Copyright, The American Tobacco Company

"Unstringing Tobacco," painted by Aaron Bohrod

FINE TOBACCO

is what counts in a cigarette

"Up through the years, I've seen American buy tobacco that's ripe and mild with real flavor and mellowness."

—F. G. Clay, 26 years an independent tobacco warehouseman.

"I've seen the makers of Lucky Strike buy fine tobacco, the kind that smokes up smooth and mild."

—H. R. King, 21 years an independent tobacco buyer.

"At every auction I've attended, I've seen the makers of Lucky Strike buy fine quality tobacco."

—L. H. Purdom, 35 years an independent tobacco auctioneer.

and Lucky Strike

means FINE TOBACCO!



So Round, So Firm, So Fully Packed—So Free and Easy on the Draw



A MILE AND A HALF BELOW YOU lies the broad Mississippi Valley as it looked in Minnesota during harvest time this year. The good earth, skillfully cultivated by the farmer, is re-enacting its annual miracle of filling the nation's breadbasket. But there's more to this tranquil American scene than meets the eye.

To make a long story short . . .

Here in this one picture are quite a few of the people who shared the \$370,900,000 we took in from the sale of our products last year.

The farmer is here in a big way. He and our other suppliers received \$311,900,000 for their materials and services—84% of our total sales income.

Some of the 12,000 General Mills men and women who make and sell our products are also in this picture. They received the next biggest share, 10% of our sales income—\$37,700,000 (including pension benefits). This was an increase of \$5,800,000 over the year before.

Many of our 12,700 stockholders live in small towns like the one at the river bend above. Their savings provide the tools and facilities that make the business possible. Last

year they received \$5,900,000 in dividends—11½% of our sales income.

The company's earnings were approximately 21½¢ on each dollar of sales.

Perhaps you'd like to see in more detail what happened to the money you spent last year for Wheaties, Gold Medal Flour and other General Mills products, including the new Apple *PYEQUICK* and the Tru-Heat Iron sponsored by Betty Crocker. We will be glad to send you a copy of our annual report, as submitted to our stockholders and employees. Address General Mills, Minneapolis 1, Minnesota.





STEWART IGLEHART, WHO LED U.S. TEAM TO 10-7 VICTORY OVER MEXICO, MAKES VAIN ATTEMPT TO DEFLECT BALL JUST BEFORE IT ROLLS ACROSS U.S. GOAL

"MR. POLO'S" DAY

Iglehart plays game of his life as U.S. wins polo championship

At Meadow Brook, N.Y., on Sept. 21 Stewart Iglehart played one of the greatest games of his career as he led the Old Westbury team to victory over Mexico in the finals of the U.S. open polo championship. On the ball all afternoon, scoring eight goals, passing to teammates, breaking up Mexican plays and dashing vainly after impossible shots like the one that is shown in the action picture above, Iglehart lived up to the nickname of

"Mr. Polo" which sports writers have given him.

The Mexicans, U.S. champions in 1946, stayed even with the Old Westburians for three chukkers. Then Iglehart, a 10-goal player since 1937, knocked in four straight goals. That clinched the championship. The Mexicans, whose hitting power is not up to their superb horsemanship, were undaunted. Said their captain, Jesus Grijalva, "*Espera hasta el próximo año*" ("Wait till next year").



IGLEHART'S Mallet BENDS LIKE A WHIP AS HE HAMMERS BALL DOWNFIELD. POWER OF THE AMERICAN'S HITTING PROVED DOWNFALL OF THE MEXICAN TEAM



THE MEXICAN TEAM lines up in front of scoreboard at Meadow Brook before the game. This year it is composed of Captain J. Grijalva ("Sonora") (right) and three Gracida brothers—Alejandro ("Cano"), Gabriel ("Chino") and Guillermo ("Memo"). José, the oldest brother, played on last year's all-Gracida team but has had to abandon big-

time polo because of his army duties. There are still other brothers. Eighteen-year-old Ruben is one of Mexico's top-ranking jockeys; 14-year-old Enrique is an apprentice jockey. Father Gabriel Gracida, a cavalry officer in Mexico City, taught the boys how to break their horses, care for them and ride them. They have a string of 24.

CONTINUED ON PAGE 31

It cost over \$2,000,000 to bring you and your children this

Completely New World Book Encyclopedia!

NEW beautiful, durable
bindings

NEW printing plates
throughout

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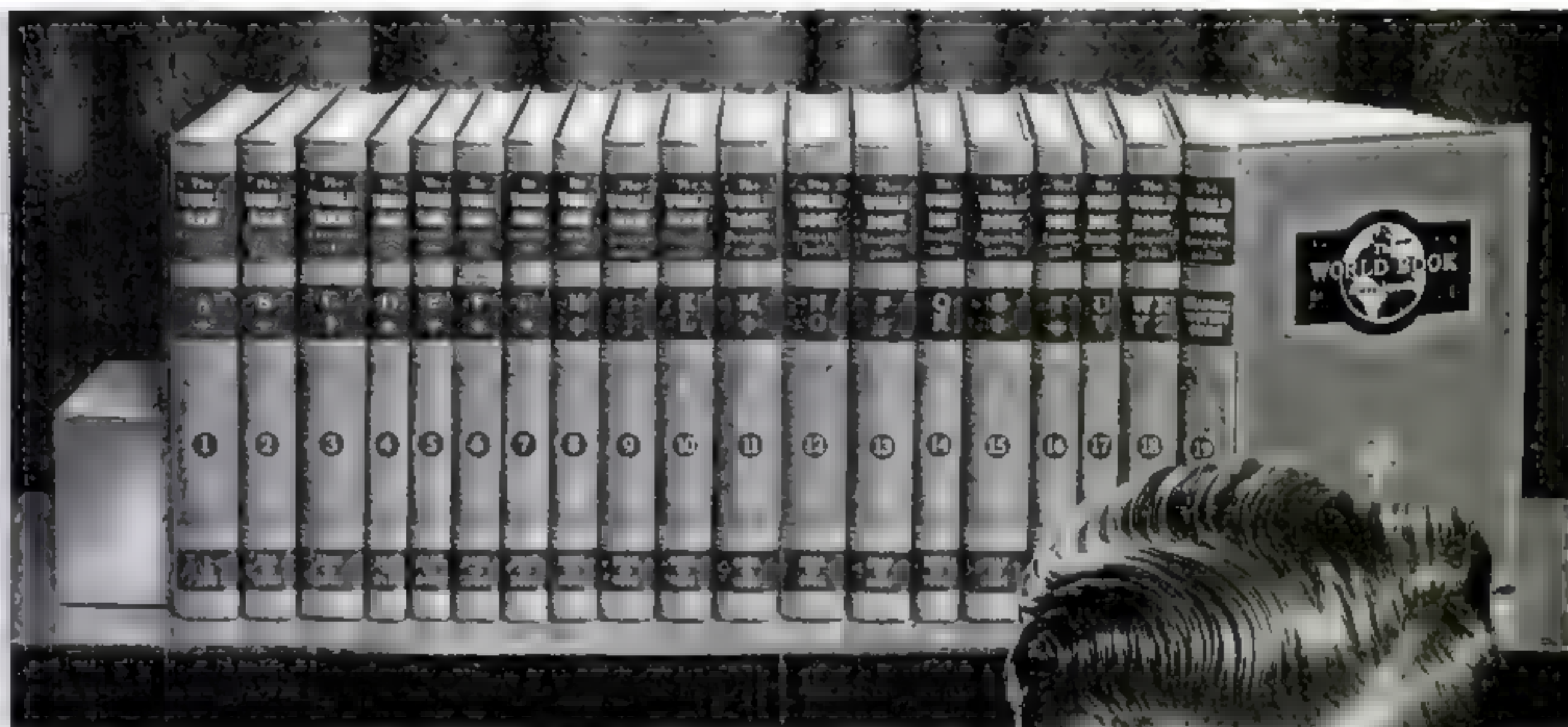
NEW from cover to
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NEW pictures by the
thousand

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type

NEW and larger
maps



9 out of 10 families report their
children advance more rapidly
with the WORLD BOOK

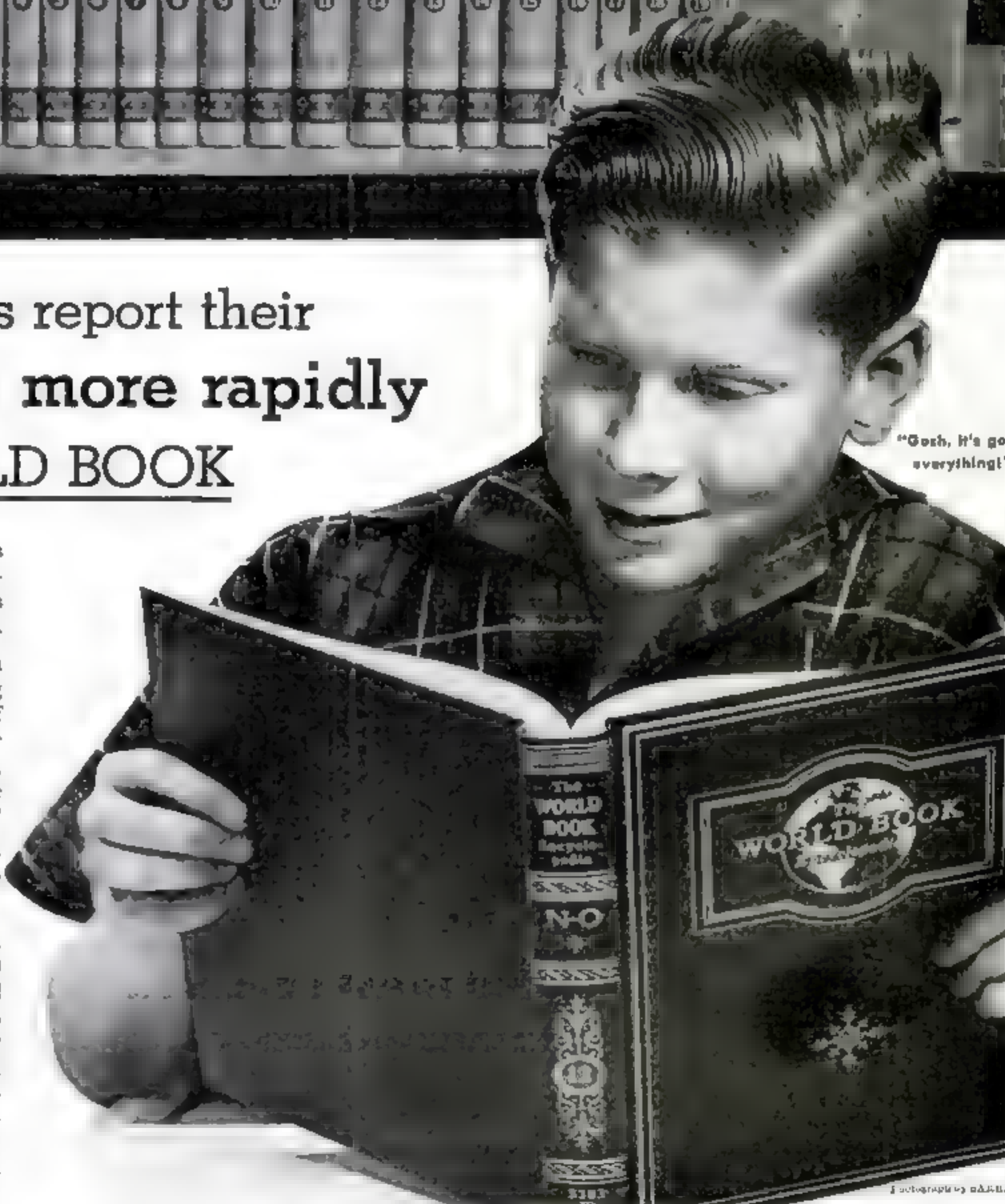
FOR 30 YEARS, the World Book Encyclopedia has been a favorite with schools and teachers. And because educators recommended it so highly, thousands of parents, too, bought the World Book for home use.

IN A RECENT SURVEY, parents all over the nation were asked if their children had benefited from having the World Book. 88% said "Yes"—nearly 9 out of 10! They reported their children had earned better grades in school, were encouraged to hunt for facts, had built the habit of wanting to *know*. And the habit of knowing helps form the habit of *success*!

BOYS AND GIRLS like World Book because it entertains while it informs. It is fascinating to read, easy to understand, magnificently illustrated.

TODAY the new World Book is coming off the presses. It contains more than 10,000 pages! More than 18,000 illustrations, 1500 in full color! To see how the World Book can give your child help and happiness from earliest years through college, send for a **FREE** copy of "Through the World Book," an illustrated pamphlet containing actual pages and pictures from the encyclopedia itself. No obligation. Address World Book Encyclopedia, 35 East Wacker Drive, Chicago 1, Illinois.

Published by The Quenry Corporation, also publishers of **CHILDCRAFT**—authoritative guidance plan for young children and their parents.



"Gosh, it's got
everything!"

Photography by ADAMA



"Gee! He Knows Me!"

Hardened by three long years of rugged work in the Yukon, you wouldn't have thought such a little thing could bring that rush of emotion over Jim. But when he opened the squeaky gate and Jerry, spying him, went wild—leaped into his arms and licked his face—whimpering joyously all the while—well, Jim just couldn't keep that lump in his throat from coming up. All he could say, in a choking sort of voice, was—"Gee! He *knows* me!"

That's the way with a dog. He's full of loyalty and affection . . . a friend who loves deeply and remembers long. Think of this when you choose food for your dog. He deserves the best.

FRESH-PACKED

Ideal

You can see its good meaty color. You can smell its rich, clean, appetizing aroma.



DOG AND CAT FOOD

Ideal—The "7-Course Meal" for dogs and cats—is made by specialists who have prepared millions of meals for dogs of all breeds. Selected ingredients, including balanced amino acids (*meat protein*) are freshly mixed, quickly packed and hermetically sealed in sterilized cans, and steam-cooked *right in the cans*. When you open a can of Wilson's "FRESH-PACKED" Ideal it is as fresh and wholesome as it was the moment it was packed. Sold by leading dealers everywhere.

THE 7-COURSE MEAL

1. Meat and Meat By-products —Sources of animal protein
2. Bone—Source of calcium and phosphorus
3. Wheat and Barley—Sources of carbohydrate
4. Wheat Germ—Source of thiamin, Vitamin E and vegetable protein
5. Carrots—Source of minerals, carotene and roughage
6. Cod Liver Oil, Fortified —Source of Vitamins A and D
7. Soy Grits (or Soya Flakes) —Source of vegetable protein

A PRODUCT OF **WILSON & CO.** MEAT PACKERS
VINC
CHICAGO

Polo CONTINUED



AUTOGRAPH HUNTERS corner Gabriel Gracida before the final match. Each game consists of six 7½-minute chukkers separated by brief rest periods.



CHANGING MOUNTS between chukkers, Guillermo Gracida nimbly swings from one saddle to another. Polo players ordinarily dismount and remount.



HAPPY GRIN puckers face of Pedro Silvero, Argentine member of winning U.S. team, after gulping champagne from National Open Championship Cup.



Here's the Victrola 67V1, outstandingly popular RCA Victor console. Its dramatic success is no mystery, for it combines, at a modest price, the things *most* people want *most* in a radio-phonograph! Check for yourself, below.

What do YOU rate highest in this outstanding console?

The "Golden Throat"

This exclusive RCA Victor 3-Way Acoustical System recently made radio history in thrilling, public tests of tonal fidelity—the "Golden Throat" Demonstration. Read a technical explanation of it, see actual photographs of the tests in a booklet, free, at your RCA Victor dealer's.

✓ **TONE** that's the finest in RCA Victor history! The "Golden Throat" reflects with undistorted beauty the original performance. 3-point tone control for treble or bass emphasis. For full appreciation of it, hear Toscanini conduct "A Wagner Program"—his latest RCA Victor album.

✓ **STYLING** that blends rich walnut veneers in a distinguished yet simple classic-modern cabinet, at home with period or modern furniture. Divided cabinet-top with a convenient permanent section for a reading lamp or for flowers.

✓ **VICTROLA** phonograph, world-famous product of RCA's 27-year electronic experience and Victor's 48-year musical leadership. Fine automatic record changer takes ten 12" or twelve 10" records. No needles to change! The pickup

is a permanent jewel-point—the "Silent Sapphire"—so light it saves record wear, cuts out annoying needle chatter, too.

✓ **WORLD-WIDE RADIO** with built-in antennas for standard and short-wave reception. Big 12" electro-dynamic speaker, *extra* power to ensure full, true tone at *all* volume levels. The radio tuning panel tilts out, is easy to see—and lovely to look at, too!

WHATEVER IS MOST IMPORTANT TO YOU—tone, styling, dependability of performance, luxury features like the tiny red light that reminds when your set is on, the extra-long, double socket, plug-in cord—you'll find them all here! Victrola 67V1 plays on AC. Enjoy it with pride! At a moderate price, it means new musical enjoyment for years to come!

When you're in New York, don't miss seeing the radio and electronic wonders at the RCA EXHIBITION HALL. Open—free to all. 36 West 49th Street.
"Victrola"—T. M. Reg. U. S. Pat. Off.



RCA VICTOR

DIVISION OF RADIO

CORPORATION OF AMERICA



COPR. 1947, THE INTERNATIONAL SILVER CO. MFR. DEN. CONN.

1847 Rogers Bros. presents "Remembrance"...

triumph of 100 years of skill and artistry in silverplate!

THIS IS REMEMBRANCE—1847 Rogers Bros. 100th Anniversary masterpiece.

Clean-lined and graceful in the spirit of today. Romantic, even slightly sentimental, in the delicate, old-fashioned charm of its tiny flowers and scrolls and fine-cut beading.

Notice the skillful design, the beautifully wrought ornament, the pleasing contours of each piece . . . fork or spoon; tea pot, platter or serving dish!

Hold a piece in your hand and feel its weight and perfect balance. Here is truly magnificent silverplate

that looks and feels like solid silver!

Remembrance is the lovely result of a century of expert silver craftsmanship. It blends in perfect harmony with either modern or traditional possessions.

A pattern you will cherish always. Indeed, you'll glow with pride and pleasure each time you see its gleaming beauty on your table!

Wherever fine silverplate is sold, you'll find the new Remembrance. Look for the year-mark "1847" on each piece. It identifies America's Finest Silverplate.

100-piece service for \$100! Ask your dealer to

show you this complete service for eight, introduced in honor of 1847 Rogers Bros. 100th Anniversary. Beautiful walnut grained wood chest lined with tarnish-resistant velveteen available at extra charge.

Also fifty-two piece service for eight with chest—\$61.75. No federal tax on either service.

Be sure to see the beautiful platters, tea set, and other hollow ware pieces available in this pattern, too. Lovely with table settings in the Remembrance pattern, they are just as lovely with other silver flatware patterns.

1847 ROGERS BROS.

100th Anniversary



REMEMBRANCE meat dish
REMEMBRANCE water pitcher

REMEMBRANCE salt and pepper shakers
REMEMBRANCE gravy set

REMEMBRANCE water pitcher
REMEMBRANCE covered vegetable dish



REMEMBRANCE 100-piece Centennial service for eight includes 24 teaspoons, 24 each of knives, forks, soup spoons, salad forks, ice/drink spoons, butter spreaders, water forks, fruit spoons, coffee spoons, plus 2 tablespoons, 1 butter knife, 1 sugar shell



REMEMBRANCE 3-piece tea service with water

NOURISHING MEAT



What's the first thing you think of when you look at this sizzling skillet of pork sausage? A real breakfast? Or just plain good eating any time?

a complete protein food

Frank's Pork Sausage is the tastiest, most tender and most nutritious
any high protein food and great meal replacement.
The deliciousness of Frank's Pork Sausage is the reason it's
the most popular sausage in the country. It's the only
commercially produced pork sausage.



FRANK'S PORK SAUSAGE



IN A SILVER SPRINGS, MD. DEMONSTRATION A PATROLMAN FACED WITH A RESTAURANT "HOLDUP" FLASHES A CALL FOR HELP BY MEANS OF WRIST TRANSMITTER

MINIATURE WRIST RADIO

U.S. Bureau of Standards develops a Dick Tracy wrist transmitter which can broadcast messages for a mile

Although Dick Tracy, the supersleuth of the comic strips, has long used a miniature wrist radio with great success (*below*), it is only recently that science has managed to catch up with the comics. Before too long real-life policemen may be equipped with tiny transmitters. Eventually even ordinary citizens may be able to buy personal miniature radios with which to complicate further their already highly electrified lives.

The wrist radio being demonstrated in the picture above was built by Dr. Cleo Brunetti, chief of the ordnance engineering section of the National Bureau of Standards in Washington, D.C. It is an outgrowth of the proximity fuze, which utilizes a tiny radio in the nose of a shell to explode the shell when it comes within close range of a target. The compactness of the proximity fuze depends on two new electronic developments: the subminiature tube and the printed circuit (*next page*). Both are used in the wrist transmitter and are responsible for its small size. The subminiature tubes are only 1½ inches long and weigh .07 to .09 ounces. Printed circuits are mere lines of silver or graphite paint stenciled or printed on a plas-

tic or ceramic base. These lines carry electric current just like wires but save enormously in weight, space and assembly time. The Bureau of Standards has applied for patents on the printed circuits of the radio in the name of the U.S. Government. The Bureau cannot produce the set commercially, but private companies may do so with the Bureau's help and cooperation. To date 63 companies have expressed interest. While miniature two-way radios may be available to police departments within a year or two, personal sets for the average man, especially two-way transmitter-and-receiver sets, are further off. So far Brunetti has built only one two-way set which, because of the additional batteries and parts, is about the size of two cigaret packages tied together. However development of subminiature batteries may eventually reduce this two-way set to the size of the wrist transmitter alone which at present uses hearing-aid batteries and has a range of about a mile. In anticipation of the time when wrist radios will be widely used the Federal Communications Commission has already set aside the area from 460 to 470 megacycles as a special citizens' band in the air waves.



DICK TRACY, comic-strip detective, flashes the birth of Sparkle Plenty (*LIFE*, Aug. 25) over his wrist radio.

Snuffle, snuffle, ice and snow—
A frozen motor costs you dough.



Play it safe — get one of these
DU PONT brands of anti-freeze!



"ZERONE" GIVES YOU safe anti-freeze protection at minimum cost. It's made from the most efficient of all known safe anti-freeze materials: three quarts of "Zerone" will do the work of four quarts of most other types. "Zerone" needs only an occasional check-up. It improves cooling—retards corrosion—keeps a clean cooling system clean. Get Du Pont "Zerone"—the dollar brand in most demand.

"ZEREX" GIVES YOU winter-long protection. It's non-evaporating—one filling lasts all winter in a properly operating cooling system. Like "Zerone," "Zerex" contains a special chemical inhibitor with a high "alkaline reserve" that gives long-time protection against rust and corrosion. Du Pont "Zerex" won't attack rubber, seep from tight cooling systems, or clog radiators. There's no better anti-freeze.

For great entertainment by great stars, don't miss the Du Pont "CAVALCADE OF AMERICA"—on NBC stations every Monday evening.

Get **ZERONE** or **ZEREX** today



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

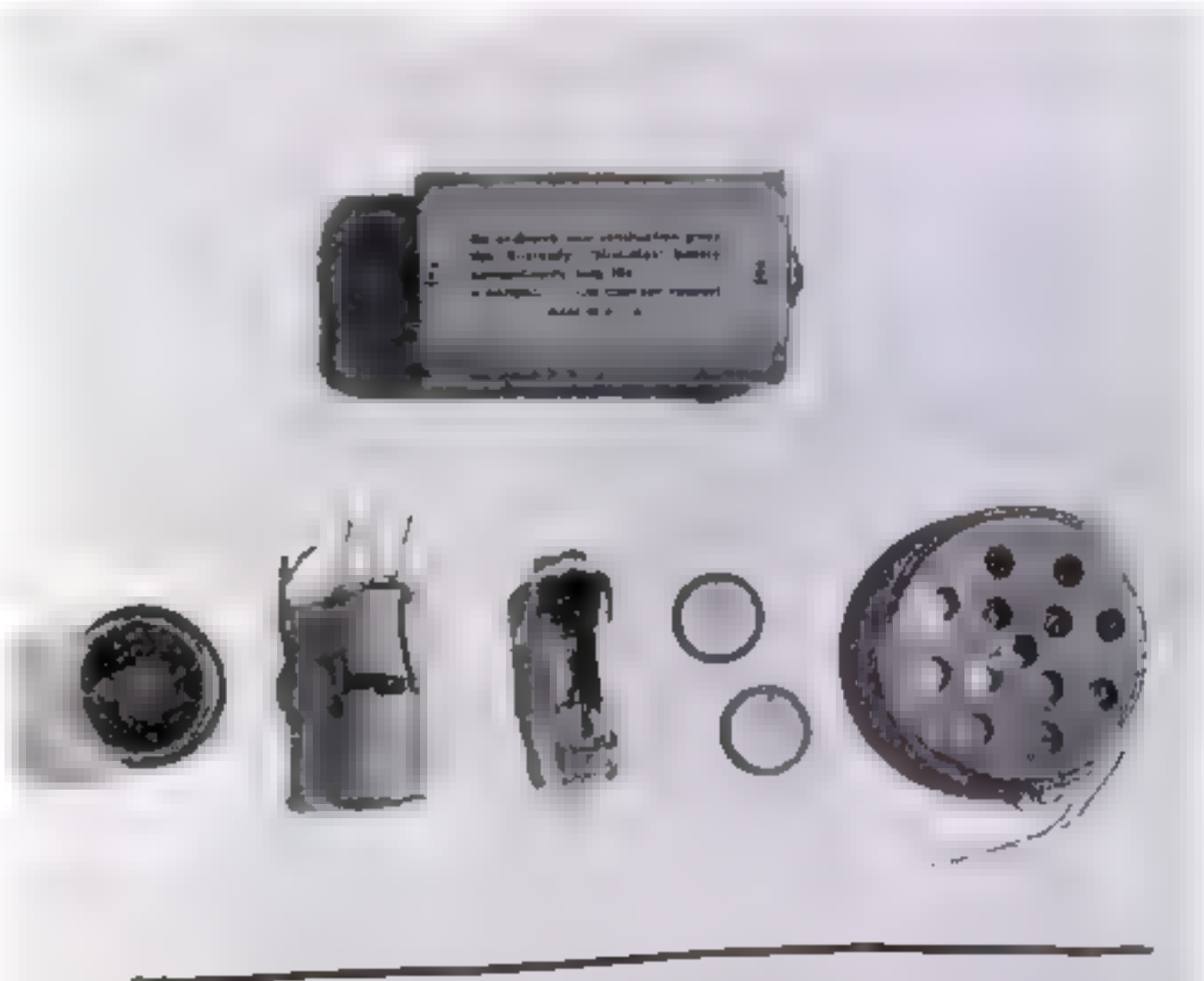
Wrist Radio CONTINUED



ON POLICEMAN'S WRIST midget transmitter is conveniently at hand yet does not hamper his activity. It is sensitive enough to pick up even a whisper.



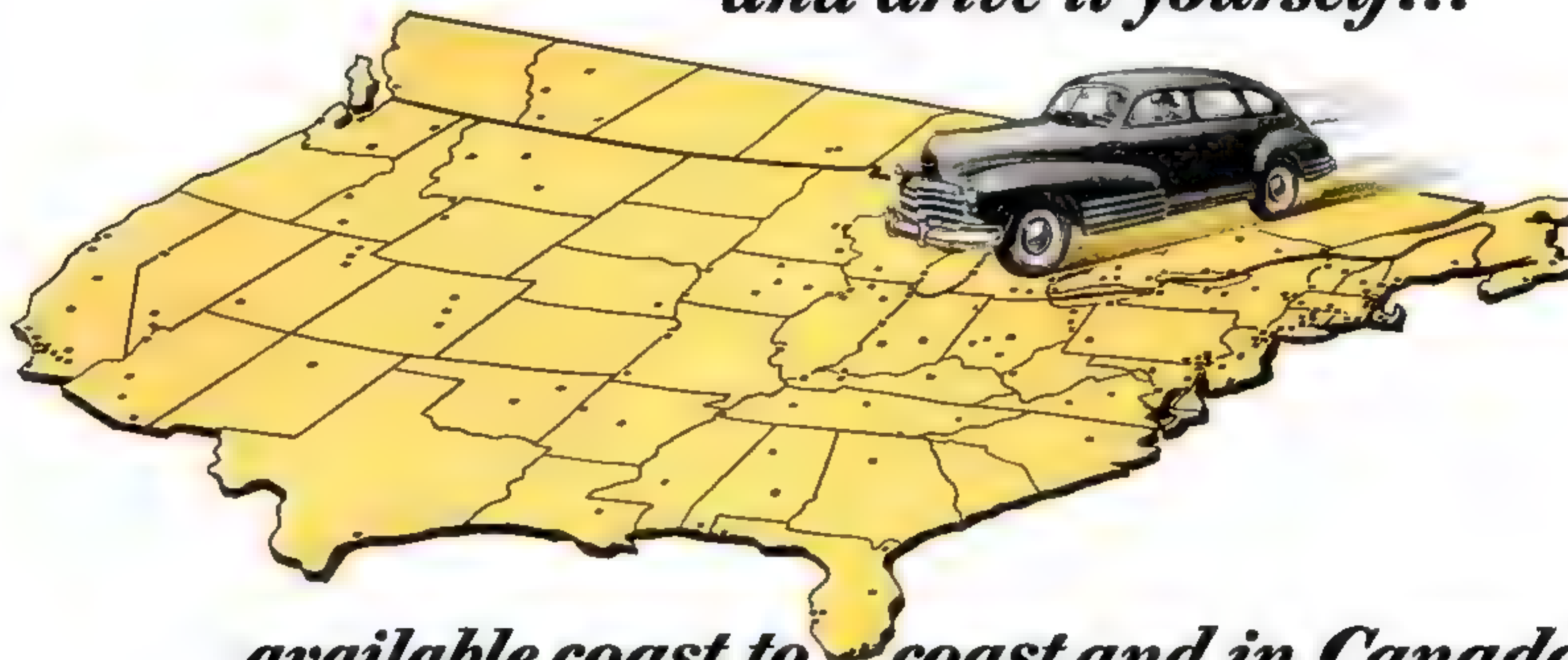
PRINTED CIRCUITS for Brunetti's experimental receiver look like this. White (silver paint) bands are conductor lines, black (graphite) ones, resistors.



SET'S PARTS consist of batteries (top and lower left), oscillator with printed circuit, subminiature tube, two capacitors, crystal microphone, wire (bottom).

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If you are planning a trip, you can now make complete arrangements for car reservations at your destination before you leave home through the new PLANE-AUTO and the RAIL-AUTO TRAVEL PLANS. Consult your local plane or train ticket seller for full particulars.

Call your local Hertz station listed in the telephone classified section for complete information about the Hertz easy rental plan. For FREE Directory of *all* Hertz stations throughout United States and Canada—write Hertz Drivurself System, Dept. 2107, Pontiac, Michigan.

Important Announcement

The Hertz Drivurself System has under way a plan of expansion to serve more cities and towns. Licenses are being awarded to qualified local interests to operate in the Hertz system, the world's largest drivurself organization. Write Hertz Drivurself System, Dept. 2107, Pontiac, Michigan, for complete information about this unusual profit opportunity.

Rent a new Car from HERTZ as easy as ABC



A. Come in where you see the Hertz yellow and black sign. It is the famous symbol of efficient courteous service.



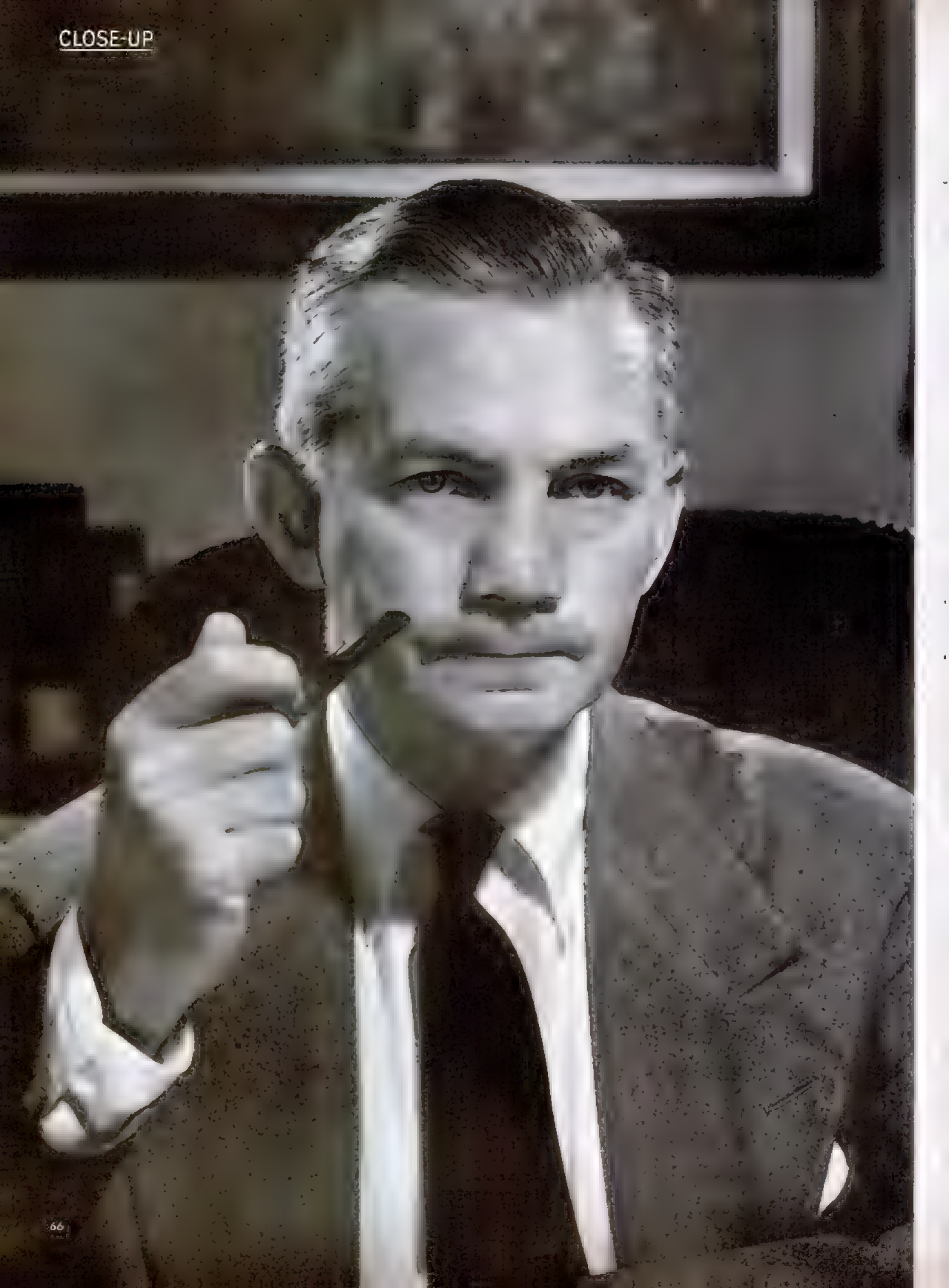
B. Show your driver's license to the attendant. You will find him always happy to serve you and serve you well.



C. Drive away in a Chevrolet, or other fine car as private as your own, beautifully conditioned, properly insured.



This is the sign of America's only nation-wide Drivurself system.



Forrestal

The nation's first Secretary of Defense has a prizefighter's nose, a scholar's mind and an equal hatred for warmongers and pacifists

by ERNEST HAVEMANN

THE appointment of James Vincent Forrestal as first U.S. Secretary of Defense was a fine piece of type casting, for Forrestal is one of the toughest-looking officials in all of Washington. He is the sharp-featured type of Irishman, with small, piercing eyes, lips compressed into a thin, straight line and a deep horizontal chin furrow which gave him an air of perpetual intense concentration. His nose, moreover, looks as if it had been altered by a black-jack. It has been smashed right across the bridge and gives him such a ferocious air of authority that people seldom notice that he is actually somewhat slight as public officials go. (He stands 5 feet 9 inches, weighs 170 pounds and was known by the nickname of "Runt" in college.) Even in the military atmosphere of the Pentagon Building, from which he now supervises the Army, Navy and Air Forces, few men can match him at giving the impression of brisk and hard-boiled efficiency.

He also has one of the flattest stomachs in the Pentagon. As a young man he played basketball and baseball and did a lot of boxing. He hung up his gloves in 1929, after a workout with the boxing instructor at New York's Racquet Club resulted in the present condition of his nose and convinced him that he was getting past the retirement age. He continues, however, to get as much exercise of milder form as time will permit. Whenever he finds himself completely caught up with his work and his reading, with no further appointments for an hour or two, he slips out of his office to the Washington Athletic Club for a workout in the gym or to the Chevy Chase Club for a set of tennis or round of golf. All this has kept his waistline trim and his step springy, and at 55 he is only 10 pounds over what he considers his best fighting weight. The only drawback to his passion for exercise is the fact that his hair tends to stick up in back after a workout and a shower. To slick it down after his return to work, he often keeps his hat on in the office, and sometimes he forgets to remove the hat when a visitor is announced. On several occasions visitors have been surprised to find him sitting at his desk like a newspaperman straight out of *The Front Page*.

Many things about Forrestal, as a matter of fact, seem startling against the Washington background. Instead of the somber double-breasteds affected by most mature statesmen, he goes in for pin stripes and blue shirts with button-down collars, and on summer Sundays often wears gray flannel trousers and a seersucker jacket. Thus his clothing usually makes him seem like a successful but light-mind-

ed suburbanite of the type who takes his sons out sailing on weekends. On the other hand he continually startles colleagues with the scope of his reading. He can hold his own with the experts on such varied subjects as the economic effects of the Napoleonic wars, 19th Century diplomacy, the spiritual content of Wagner's music and the origins of the Marxian theory in the philosophies of Hegel and Kant. His conversation is earthy, to the point and sharpened by a profanity which he uses sparingly but to excellent effect, like a jockey flicking a whip. Yet he has a college professor's vocabulary, and military officers who have been talking to him are frequently seen to scoot to a dictionary at the first opportunity.

Where many officials tend to become increasingly fond of the formalities and ceremonies of office, Forrestal is always seeking to shortcut them. When he was Secretary of the Navy he decided he was wasting time and energy signing a full "James V. Forrestal" to all the official documents passing over his desk. He therefore eliminated the "V." At the same time he began signing informal correspondence with his last name only, penned with a legible "F," followed by a vague scrawl which can be put down on paper while a stop watch is just getting into motion. On memos requiring only his initials he condensed J.V.F. to J.F. and finally to just F. For the social

side of Washington, which has never appealed to him, he developed the city's fastest cocktail-party technique. Forrestal feels strongly that a room full of a hundred people, being jostled by each other and by *canapé* trays, is no place to conduct an intelligent conversation or even an amusing one. Yet Washington is so dedicated to cocktail parties that no public official can possibly avoid them all. Forrestal's solution to this dilemma was best demonstrated at a farewell party given at the Sulgrave Club when one of his favorite assistants, Under Secretary of the Navy Ralph Bard, departed for civilian life. Forrestal entered the room, shook hands with his host and hostess, walked to the far side, waved to all his acquaintances and drank one dry Martini. His whole performance, from first handshake to the moment he put on his hat and departed, was timed by an interested spectator in eight minutes flat and is believed to constitute an all-time record.

In many ways Forrestal, a onetime investment banker who gave up a delightful income to enter public service, is the prototype of the businessman-official who helped win the Battle of Washington in the war and seems likely to play an increasing role in government in the future. Thus he represents a new and important development in this generation's political life. When the government started to get really big as a result of the Great Depression, all businessmen including those jumping out of high windows were classed as economic royalists, and the outside experts called to Washington were mostly college professors, unconventional economists and young men just out of Harvard Law School. Not until the pinch of approaching war came was the first real 100% businessman admitted to the inner councils, and even then the choice was limited mostly to the good-fellow type like Edward Stettinius and Donald Nelson, who were primarily front men rather than administrators. Forrestal was one of the first really tough administrators called to Washington. His rugged and energetic individualism was something strange to behold in the city as it was then constituted.

Everything about Forrestal's life has operated to give him a deep regard for the power of free enterprise. His father was an Irish Catholic immigrant from County Cork who became a small-time builder in the little village of Matteawan, N.Y.—20 miles from the Franklin Roosevelt estate at Hyde Park. Like many Irishmen who came to America in the 19th Century, the elder Forrestal never found the streets of gold; the family income ranged between \$500 and \$2,000 a



NEW DEFENSE CABINET gets together. From the left: Army Secretary Kenneth Royall, Forrestal, Navy Secretary John Sullivan, Air Secretary Stuart Symington.



As a single Heat-Treated tumbler falls, bounces, stroboscopic photograph catches 18 images.

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LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

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FAMILY HOMESTEAD where Forrestal was born in Matteawan, N.Y., now a part of Beacon, was built by his father. His brother Henry still lives there.

FORRESTAL CONTINUED

year and had to be supplemented by the produce from a big vegetable garden. Yet, again like so many of his transplanted countrymen, he kept a fierce patriotism for his new homeland and the opportunities it presented for a man who could only grasp them. He dabbled in Democratic politics and under President Cleveland became Matteawan's postmaster.

Young Forrestal—then known as "Vince"—grew up in an atmosphere where getting things done was not only socially desirable but actually necessary for survival. He managed to get out of high school by the time he was 16, went to work for the *Matteawan Journal*, moved to the *Mount Vernon Argus* after a year and finally, when he was 18, got on the staff of the *News Press* in the county seat of Poughkeepsie.

By 1912, Forrestal had saved enough money to go off to college. He went to Dartmouth for a year and then to Princeton, where he augmented his savings by running the *Daily Princetonian*. He roomed alone for his three years at Princeton and worked hard on the paper, and few of his classmates knew him very well. Nevertheless in his senior year—just before he had to leave without being graduated because his funds ran out—he was elected "Most Likely to Succeed." (He also ran fourth in the balloting for "Biggest Bluffer.") This was a fair prophecy. Forrestal worked for a time in the purchasing department of the New Jersey Zinc Co. and peddled cigars on New York City's East Side for the Tobacco Products Co. Then, after two years spent learning to be a Navy flier in World War I, he moved to Wall Street and Dillon, Read & Co. He made so much money that in 1933 he could politely explain at an SEC hearing how he had evaded income taxes—quite legally, of course, through holding companies winding up across the border in Canada—on 1929 stock transactions which netted him \$864,000. He married Josephine Ogden, a divorcee who was an editor of *Vogue*, and settled down to raise two sons in a Beekman Place house, a country estate on Long Island and a Dutchess County farm 20 miles from his birthplace. By the time he was 45, he was president of Dillon, Read.

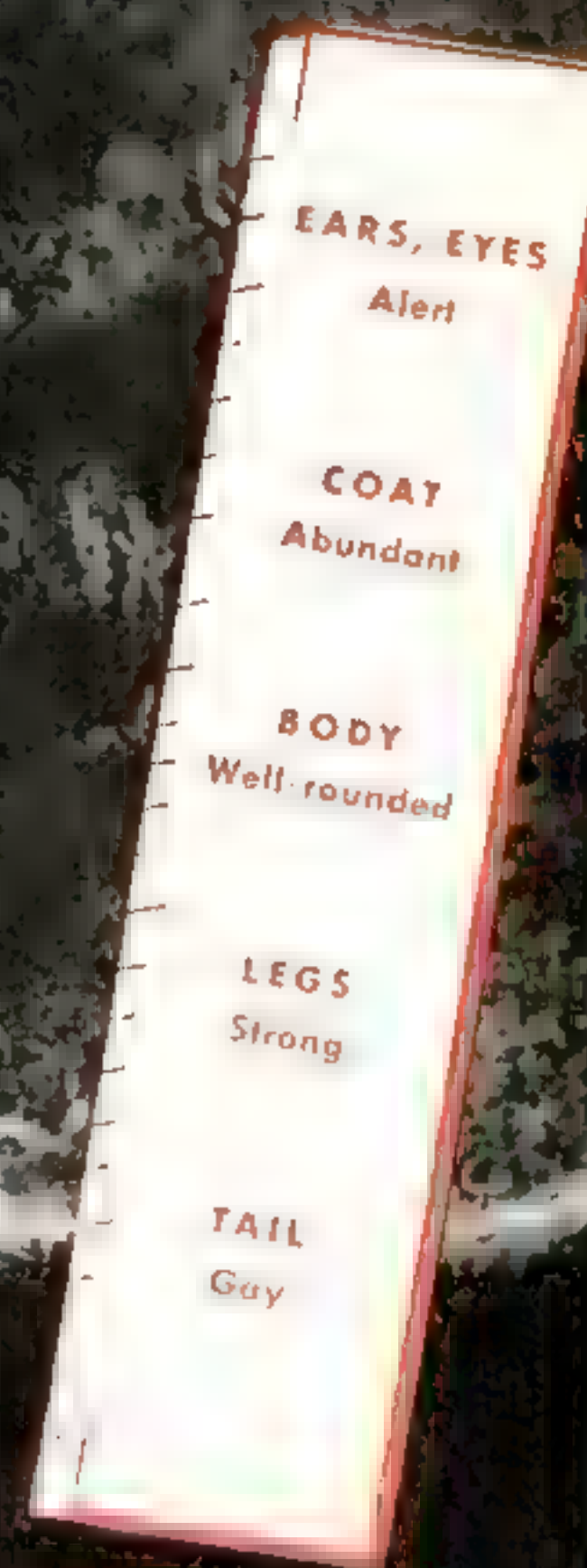
F.D.R. was proud

HIS summons to Washington in 1940, which greatly surprised him, probably dated in part from the help he gave SEC in drawing up some of its new rules for Wall Street. It also resulted in part from his acquaintance with Harry Hopkins, whom he had met socially. And it was also probably due to the feudal affection that Franklin Roosevelt, who always remained the country squire, felt for his Dutchess County neighbors. Later on, after making Forrestal Secretary of the Navy, Roosevelt wrote in an unpublished letter to Morgan Hoyt, the old editor of the *Matteawan Journal*, "It is grand about Jim Forrestal. Do you realize that two of my Cabinet come from southern Dutchess?" (The other Cabinet member was Henry Morgenthau.)

The 1940 Forrestal appointment, as an "anonymous assistant" to the President, surprised a lot of people besides the appointee. The Democratic party's old guardian of patronage, Senator Joe Guffey of Pennsylvania, called up the White House to inquire sadly if Forrestal were another Republican like Henry Stimson and

CONTINUED ON PAGE 72

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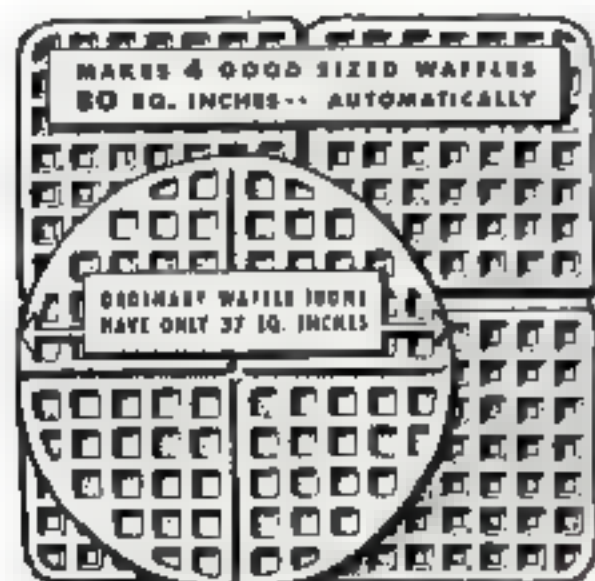
- Four golden, crispy-tender waffles all in one baking. No waiting "between waffles." No embarrassment over "who's going to be next." The Sunbeam lets the hostess come to the party, too.

- You get 4 waffles at a time—not four skimpy ones, but four perfect, generous-sized waffles, piping hot, ready to serve quickly and easily. Each section of the Sunbeam's famous four-section waffle has 20 square inches—more than one-half the size of an ordinary round waffle—and the ideal, appetizing size for a single serving.

- Fully automatic, too. Has a red indicator light that tells you when to put in batter. Also tells you when the waffle is done. Has exclusive, new-type overflow rim, built right into the lower grid, that prevents batter from running over the sides even though you put in more batter than required. And you can set the Sunbeam for light, medium, or dark waffles.

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FORRESTAL CONTINUED

Frank Knox. Considerable searching around was required before White House aides could reassure Guffey that Forrestal was a registered Democrat. The New Dealers in the President's unofficial war cabinet were amazed and discomfited by the new arrival. In fact the chances of Forrestal's remaining in Washington for any length of time seemed very dim. He was no politician and he was

an outspoken critic of almost everything the Roosevelt administration held near and dear. A good part of the time, despite his steady advance to Under Secretary of the Navy and then to Secretary, he seemed on the verge of getting fired. He was unable to conceal the fact that he thought many New Deal policy meetings sounded like college faculty conferences on the type of bloomers to be worn by coeds to physical education classes. Although he approved of many of SEC's reforms, he thought it was being administered in a spirit of collectivism that was foreign to the American way of life. He used to tell President Roosevelt that the



IN LONG DRESS Forrestal poses for baby picture with his brothers.

only way he could stand listening to Leon Henderson for any length of time was to go to New York for a weekend and seek out his most reactionary Wall Street friends, an antidote which sent him back to Washington as a temporarily confirmed socialist.

"There's a bum in the barroom"

IN the early days of the war one group of the President's advisers, headed by poet Archibald MacLeish, worried a great deal about the fighting man's morale and felt that the administration should be encouraging some sort of idealistic literature and lecturers to tell the soldier what he was fighting for. Forrestal, who had been in uniform in World War I and took a highly practical view of the fighting man's psychology, stood up staunchly for his own view. As some of his associates of that day recall it, his idea of the perfect lecture to the soldier and sailor was, "There's a bum in the barroom and you've got to throw him out." Forrestal strongly opposed the "Morgenthau Plan" for Germany and always remained highly suspicious of the aims of Russia's Communist leaders, even at a time when the official Washington line was to hail them as the greatest democrats alive. He argued with Mr. Roosevelt over the overriding priority given all Russian requests for materiel. He also was highly sympathetic to a memorandum written by former Ambassador William C. Bullitt in 1943, urging that the U.S. start immediately to gain postwar concessions from Stalin's merry band of imperialists. As a result of such views Bullitt lost all influence at the White House. The President fortunately dismissed Forrestal's thoughts on the matter with the comment, "Oh, you're just a businessman."

In the summer of 1944, Henry Wallace visited Mongolia and came back with glowing reports. Mongolia, Wallace said, was the only place in the world where scientific agronomy could really be practiced, because there a planner could move a farmer anywhere he wished and set him at any tasks that would contribute the most good to the community. Forrestal, to whom the thought of allowing a planner to push a plain citizen around was anathema, was seen to blanch. Shortly afterward he coined a phrase which is still treasured by Washington connoisseurs of capsule criticism. "When Henry looks at me with that global stare," he told a friend, "I really get frightened."

In the meantime Forrestal was making a profound contribution to the winning of the war. With the help of such men as Ralph Bard, Ferdinand Eberstadt and Artemus Gates, and in conjunction with such men as the Army's Robert Patterson and the Air Forces' Robert Lovett, he began to get military production really rolling. In this effort he was vastly encouraged by Mr. Roosevelt, who could appreciate a good thing even when it came from a man of opposing social beliefs. At the start of 1942, he organized a new and extremely efficient Navy department called the Office of Procurement and Material, under Vice Admiral Samuel M. Robinson. A little later he teamed with Bob Patterson in an effort to lick the raw-material problem, which had baffled everybody up to that point. The result was the Controlled Materials Plan written by the able

CONTINUED ON PAGE 71

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NOW! ADD AN "EXTRA BEDROOM" WITH HIDE-A-BED BY SIMMONS!



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Just imagine this big, beautiful, decorator-styled sofa in your own living room! No one would guess it has a double bed inside! But it has!



BY NIGHT

See! Your sofa has become a bed—and what a bed! You sleep on a full-thickness, full-size, luxurious Simmons Inner-spring Mattress!

THERE'S A "HIDE-A-BED" FOR EVERY TYPE OF ROOM!

Available in "Goodall Blended-for-Performance Fabrics"



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Simmons presents the beautiful, practical new "Hide-a-Bed"—the Claremont Sofa that adds an extra bedroom to your home.

HERE IT IS! The perfect answer to your "overcrowding" problem—Simmons' beautiful new "Hide-a-Bed"!

By day, it's a luxurious living room sofa. By night—behold, it's a roomy double bed. Not a bed with an ordinary mattress, either!

You're offered the restful comfort of a genuine Simmons Inner-spring Mattress... or the extra luxury of an 837-coil spring Beautyrest Mattress by Simmons. Notice how you can get into this "Hide-a-Bed" from

either side, too, something not possible in many other types of sofa beds.

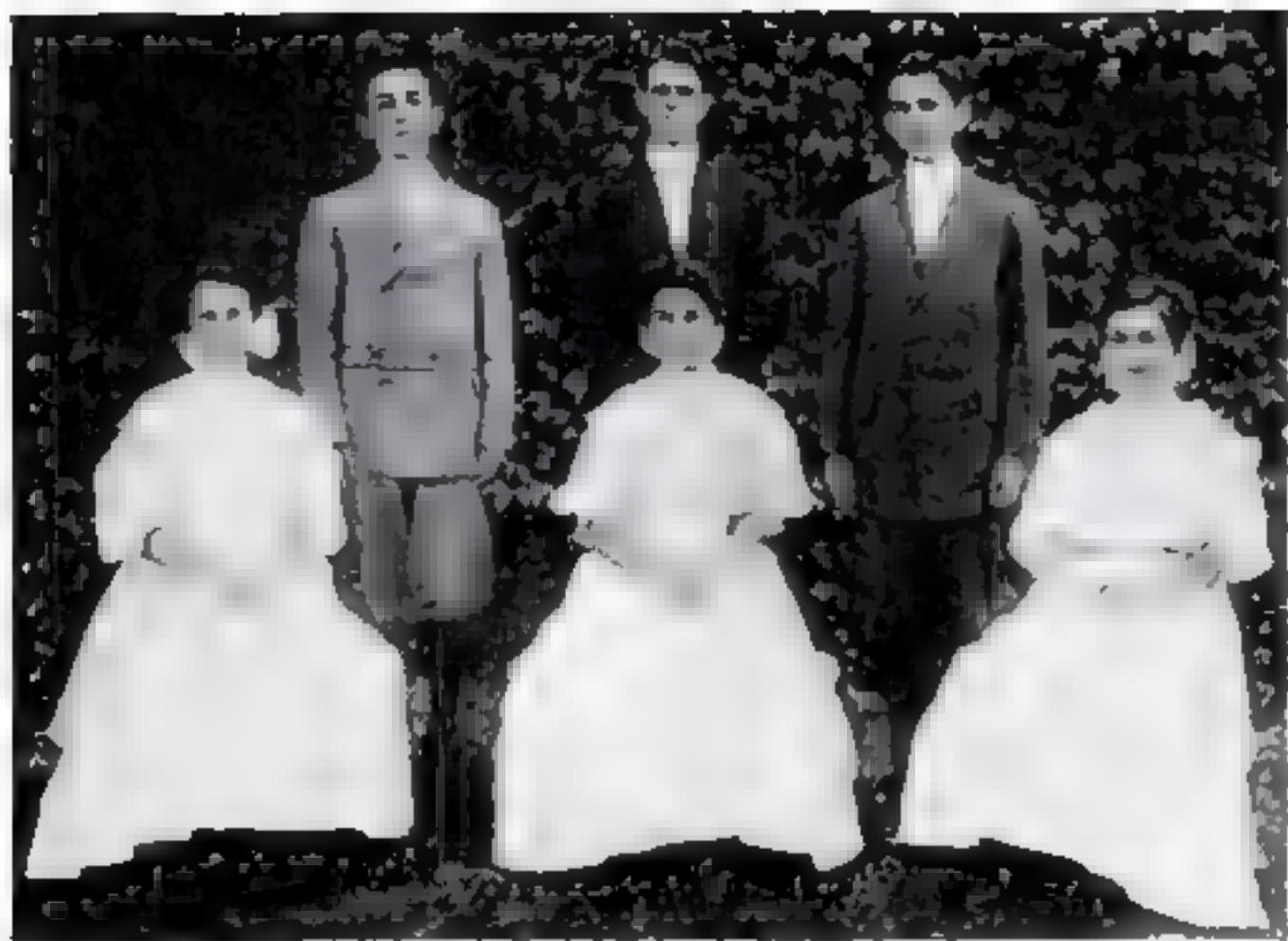
The price? Only \$179.50 and up—depending upon style, cover fabric, and mattress you select. Not a penny more than you might pay for any similar fine sofa—and you get a hidden Simmons bed, at no extra cost!

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SCHOOLBOY FORRESTAL (right), then known as "Vince," graduated from Matteawan High in class of six pupils. He was captain of the basketball team.

FORRESTAL CONTINUED

Ferd Eberstadt—the first successful approach to the baffling subject of priorities and allocations.

Once the basic problems of military production were licked, Forrestal turned his attention to a scheduling of what the experts refer to as end-product production. The methods that he and his team established in the navy made possible the emergency production of 256 destroyer escorts in six months at a time when the goal was 300 in a year. The same system produced 107 landing craft a day in early 1944 for the invasions of Normandy and the Marianas.

For all his accent on speed and efficiency, Forrestal is a past master at effecting compromises and smoothing the way for action by reconciling different opinions on how to proceed. Almost everybody who has worked with him has heard him say, at one time or another, "The removal of human frictions is 90% of business—and 99% of government." One of his first jobs in the Navy production program was to overrule influential Admiral Ernest J. King, who thought that procurement should be kept in standard Navy channels rather than put under the thumb of civilians like Forrestal. Yet he continued to get along well with the frosty old admiral and the two are now great mutual admirers.

The holdout gets the job

IN the recent fight over merger of the armed forces, Forrestal for a time nearly lost some of his best friends. He was completely opposed to the original plan, believing that it could not possibly work and would only weaken the nation's military potential, and he did not hesitate to express his opinion even though the merger was one of President Truman's pet ideas. Many people in Washington thought that he was merely displaying the Navy's traditional jealousy of its prerogatives. The champions of a separate air force—including his old friend Stuart Symington, who was then Under Secretary of War for air—were especially bitter. Yet in the end it was Forrestal who paved the way for the present compromise plan. He called up War Secretary Robert Patterson and got together with Symington for a friendly talk at the Chevy Chase Club, and out of the conversations grew an informal committee which drew up the new program. All of the men who worked with Forrestal on the committee—Patterson, Symington, Vice Admiral Forrest Sherman and Major General Lauris Norstad—became his ardent boosters for the job of Secretary of Defense. Forrestal himself thought that the job should go to someone who had never been connected with any of the three military branches, but he wound up being drafted by acclaim.

Forrestal has told his friends that his chief duty in the new cabinet post will be to "disappear for a year" while establishing the new framework for the Army, Navy and Air Forces. This is the sort of job he likes; he considers himself most useful at quietly "buckling" things together—this being one of his favorite words. He also likes to deal with a few close and trusted associates, feeling that as soon as a man tries to supervise the work of more than about a half-dozen people he becomes "diluted by detail." Once, when a group of government officials was discussing operating methods, he offered this advice, "The larger the number of people

CONTINUED ON NEXT PAGE

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Test it against
New Perfect
Fresh

See if New
Perfect Fresh
isn't the most
effective
cream deodorant
you have
ever been able
to buy

*Never before
in History!*

But now Fresh brings you a new, more effective, creamier deodorant to give you carefree underarm protection. Only Fresh can give you this patented combination of amazing ingredients.

New Fresh is the most effective cream deodorant you have ever tried... we think you'll agree! Yet dresses are safe from rotting... normal skin is safe from irritation. New Fresh is delicately perfumed, delightful to smooth on... doesn't dry out.

But don't take our word for it. Test Fresh—see if it isn't the best deodorant you've ever used.

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*Be lovelier to love with
new perfect Fresh*

FORRESTAL CONTINUED

you have to see, the less time you have for thinking and solving the problems.

It may be, however, that Forrestal will have to take time out occasionally to reappear and act as spokesman for the Administration's defense program, for which he is one of the most eloquent and persuasive speakers in Washington. One reason for his effectiveness is the fact that he hates war and warmongers. In a recent Washington bull session he said with great distaste, "Some people say let's have a war with Russia and solve the whole problem right away. They don't realize that most of the world's economic problems right now are due to the fact that we had to solve our problems with Germany and Japan that way. War is the worst of all possible solutions." On the other hand he has



IN COLLEGE Forrestal had unbroken nose, looked more

read the memoirs of Lord Haldane, the onetime British Secretary for War, and agrees with Haldane that the pacifists are as great a danger to peace as the warmongers because they invite aggression by giving the impression that the nation is unwilling to fight in any circumstances. "The capacity to wage war," he frequently argues, "must always be there."

In his whole approach to the problem of making and maintaining peace Forrestal shows the same realistic and somewhat disillusioned attitude. He does not exactly believe that the world is going to hell in a basket, but he knows that the problems are much more serious than casual observers are likely to think and he has no faith at all that they can be solved overnight. He likes to point out that after World War I "the fabric of society"—the business and financial institutions, the community leadership, the plants and the transportation—were more or less intact. This time much of the "fabric" is gone, and the task of rebuilding is vastly more complicated. In his approach to the problem of Germany he is neither an apologist for that country nor a man driven by the urge of revenge.

"If we want to get Germany off our backs," he has told his colleagues with matter-of-fact simplicity, "the damn country has to earn something."

You have to be patient

FORRESTAL is a well-versed student of 19th Century statesmanship and is inclined to believe in the balance-of-power theory of peace. He talks at length of the need for patience and the inevitability of a long and precarious struggle for stability, with the only possible reward to be found in an uneasy peace of opposing forces. "We can try to make the U.S. an island of security for itself and for the world around it," he once said, "and then give the world a little time to settle down. That's about the best you can hope to do."

Yet if Forrestal is a pessimist, he is a cheerful one. He realizes that the kind of defense establishment he urges for the nation might put a severe burden on its economy. As a partisan of free enterprise, he sometimes wonders how an \$11-billion-a-year military machine can be maintained without such high taxes that individual enterprise will suffer. He always comes out, however, to the same hopeful answer. "If we have to have it, some way we can get it," he has told his doubting-Thomas friends. "In 1940 we didn't have any rubber or any high-octane gas or much of anything else. I don't know how we got those ships built or those airplanes—but we did it."

The only thing that upsets Forrestal's patient and hopeful cynicism is the planners—of the domestic variety or the Communist type. His feelings on this subject are so strong that his favorite character in all literature has become the fat lady in a novel he read long ago whose bulky flesh, when laced up at one point, kept popping out at another. And one of the living characters who has impressed him most was the Marine sergeant who sat at a recruiting desk when Forrestal enlisted in the World War I Navy. As Forrestal waited in line he saw a well-dressed young man reach the sergeant's desk, start to fill out the papers and inquire when he would get his commission. The sergeant, outraged at such presumption, looked at the young man coldly and said, "If you pass your physical, which I doubt, you'll go to Parris Island. After a year, if you're very exceptional, you'll be a corporal." At this news the young man lost all interest and walked

CONTINUED ON PAGE 17

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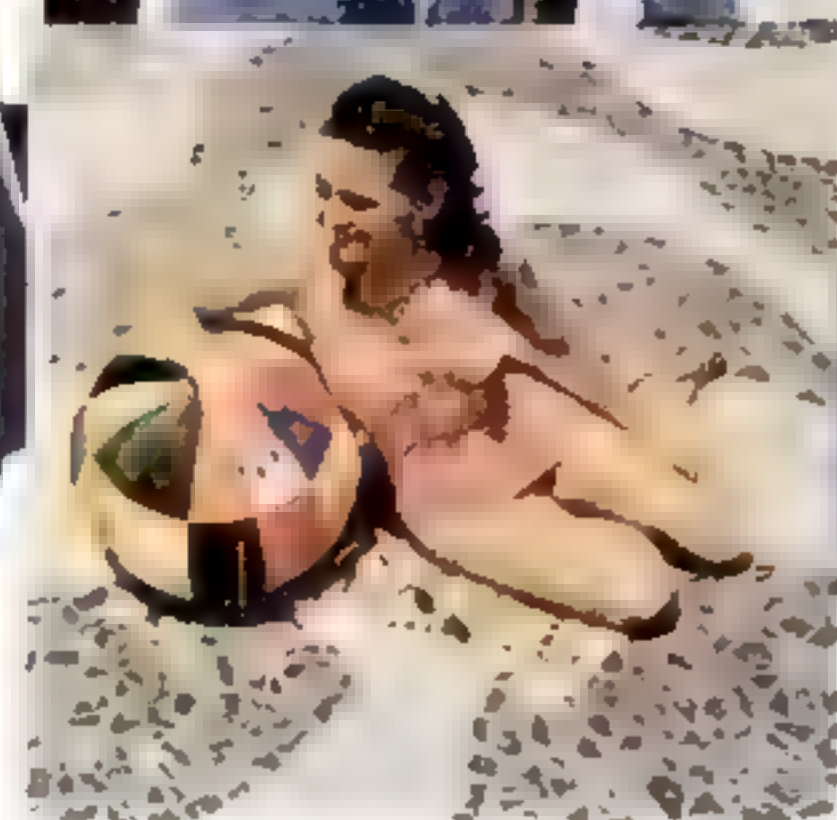
It's now less than two days' flying time to Buenos Aires via Rio de Janeiro from any major airport in the United States. Flying Clippers leave daily from New York, Miami, Houston, New Orleans and Los Angeles.



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Tune In: TEXACO STAR THEATER presents the TONY MARTIN show every Sunday night. See newspaper for time and station.

FORRESTAL CONTINUED

out. The sergeant turned to the other people in the room and said, "There goes another of those damn born leaders."

Forrestal does not believe that any man or any nation, and certainly not the whole world, can be laced into any kind of pattern. Furthermore he does not believe that any man, however talented, virtuous or well-meaning, can be either relied on or trusted as a "born leader." In an informal bit of philosophizing he once told one of his aides, "The hickey in the Nazi scheme was that when you set up a one-man state you can't find a man good enough to

run it. Or if you were blessed with that perfect man what would happen to you on days when he had a bellyache?"

His belief in the potentialities of the free society, however, is so strong that in a less realistic man it would be called mysticism. Recently at an official party in Washington he met a diplomat from one of the new postwar governments. The diplomat was full of high hopes for his country, which he thought had got off on a start to Utopia by its decision to socialize the armaments industry. Forrestal politely inquired just how it was possible to socialize an armaments industry at one swoop, considering the fact that 5,000 separate U.S. plants were involved in the wartime B-29 program. Then, warming to his subject, he began telling the diplomat his own con-



ON IWO JIMA Navy Secretary Forrestal lands with the marines.

ception of how a nation could achieve stability and prosperity. America, he said, became great because some fool Babbitt, a mere huckster, was driven by the urge for success to go out and create a market. An inventor created the product to meet the demand of the market, and a factory man worked out a cheap method of making the product. An accountant kept the factory going so that it would show a profit on the balance sheets, and a vague over-all agency known as management tied the whole works together — finding the capital, directing the operations and keeping the salesman, the inventor, the factory man and the accountant working as a team. That was the way America was built. Somebody found the capital and the energy to build a railroad into the Northwest before anybody even lived there, and then the people followed the railroad line and the Northwest was born. True, the railroad went bankrupt and a lot of people lost their money, but reorganization produced a new management and the trains went on running and the new stockholders began making money. In the Southwest somebody got \$10,000 together, drilled for oil, hit only dust and went broke. Then somebody else with \$10,000 had better luck and a new industry was born. Nobody planned it all and nobody could have—but it happened.

People who have heard Forrestal in such conversations say that he is one of Washington's most persuasive exponents of the free society, and they frequently are moved to wish that he expressed himself more often in public. Unfortunately he is not a crusader. At Cabinet meetings he usually sticks strictly to his knitting, which is the military establishment. He dislikes making speeches because he is temperamentally unable to utter a ghostwriter's words and seldom has time to do his own composition. In the capital he lives quietly and almost anonymously, in a large but unpretentious Georgetown house which few Washingtonians have ever entered. Aside from infrequent eight-minute appearances at cocktail parties, he avoids the Washington social life. His own entertaining is done aboard his official yacht, the *Sequoia*, in the form of small dinner parties for groups of officials interested in the same sort of government problems. His two sons, 17-year-old Peter and 19-year-old Michael, are at Princeton. In fact the whole family plays such an unobtrusive role in Washington that young Michael, when he was a Navy ensign and was transferred out of the American Embassy in Moscow against his will last spring, told reporters, "I guess I just don't have enough pull."

This sort of self-effacement possibly keeps Forrestal from having as influential effect in Washington as he otherwise might. On the other hand it may be part of the secret of his success as a remover of "human frictions" and a top-grade administrator. "As soon as a man begins thinking of the effect of things rather than their substance," he once said, "he loses his usefulness."



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AT APPLE-PICKING TIME CARY MARSHALL, 15, OF WINCHESTER, VA., BITES INTO A BIG, BRIGHT WINESAP SHE HAS JUST PICKED

APPLES

PHOTOGRAPHS FOR LIFE BY BRADLEY SMITH

**THE NEW CROP GROWS HEAVY
ON THE OLD ORCHARD TREES**

The apple industry in America has its roots in the romantic journeyings of Johnny Appleseed, a roving preacher who 150 years ago scattered apple seeds and sermons along the Midwest's waysides. Today these seeds, together with imports from Europe and grafts on native trees, have sprouted into a big, big-headed business which yields more than 100 million bushels of apples a year, produces the country's largest fruit crop and is, in normal years, third largest farm export. The scientific age has overtaken apple-growing. Varieties ripening at this harvest-time are severely standardized fruit which go not only into pies and dumplings but also into cigarettes as moisture preservers and hot dogs for skins. The ravages of worms are discouraged by DDT and losses from early-dropping fruit are greatly decreased by hormones. By spraying hormones on trees, stems stay strong and fruit does not fall easily, an achievement which, happily for science, was not known in the days when Newton sat under apple trees.

CONTINUED ON NEXT PAGE



BLOSSOMING TREE in Maryland is fragrant and beautiful in April. Its heavy flowering in the spring

means heavy fruiting in the fall. Most apple trees tend to bloom and bear profusely every other year. To pol-

linate all blossoms possible, apple growers keep bee-hives in their orchards, often one to every 500 trees.



PICKERS step from a row of trees. A good average picker can lean the most fruit of three or four trees. One picker can harvest 500 bushels, but a picker can harvest as many as 2,000.



HUGE ORCHARD, covering 500 acres, is planted with 20,000 trees of six varieties and yields 2,000,000 bushels in a good year. Food is owned



IN FULL FRUIT this tree, a Winesap like the blossoming tree (opposite page), produces a good crop af-

ter 30 years. An average tree bears fruit profitably for 35 years. Best fruit-bearers, Stayman Winesaps,

average 40 bushels a year, although a York Imperial near Chambersburg, Pa. once yielded 96 bushels.



by E. A. Leatherman Jr. in the mountains near Rada, W. Va. Largest U.S. apple field, 967 acres, is owned by Senator Harry F. Byrd of Virginia.



HARVEST goes to market from farm near Greencastle, Pa. The three big apple belts of U.S. are the State of Washington, western New York and the southern Appalachians.

APPLES CONTINUED



Rhode Island Greening

Of the 12 best-selling apples on these two pages, the Rhode Island Greening is the oldest. Like so many of today's best apple varieties, its discovery was accidental. It is believed to have originated in 1700 near Newport, R.I.



Red Delicious

This big apple is the top seller in the U.S. because it is so large, polishes nicely and is good for eating raw. The first Red Delicious tree was found near Peru, Iowa about 1880, was grown from a chance seed that took root there.



Rome Beauty

The ancestor of this apple first sprouted in Rome township, Ohio in 1817. Grafting has produced many new apple varieties, but this one, instead of growing on a graft, appeared on an entirely different part of the tree.



McIntosh

This flat-top apple came to the U.S. from Canada about 1870. Most apple trees require a temperate climate but the hardy McIntosh survives severe winters in the North. Crisp, juicy, white-fleshed, it is one of the best eating varieties.



Baldwin

Although it is not pretty, this apple is old and dependable, useful for both cooking and eating. Applegrowers have built a small monument on the spot near Lowell, Mass. where the Baldwin was first found growing in 1740.



Winesap

Though small, this well-known apple has a strong, sweet, winey taste. A ruddy, all-purpose apple, it now grows mainly in the northwestern U.S. apple belt. It is an apple which tastes best after having been slightly pinched by frost.



York Imperial

This lopsided fruit, which originated in York, Pa., makes an excellent baking apple, keeping its shape and flavor under intense heat. On a York tree in light years a few branches strangely bear even more heavily than in good years.



Golden Delicious

The five-pointed base of this apple shows its descent from Red Delicious (*opposite page*) which probably crossed with Grimes Golden (*below*). It is sweeter tasting than most apples but bruises easily, is often ruined by frost.



Jonathan

The solid red Jonathan is loved by the British who buy the bulk of U.S. apple exports. It suffers its own private disease which is known as Jonathan spot, but it is excellent for cooking, always showing a little pink in its applesauce.



Stayman Winesap

This good eating apple, which is descended from the Winesap (*opposite page*), bore its first fruit in 1875 after being nursed along in Leavenworth, Kan. from a seedling. Rough and red, it is recognized by its bulging top.



Cortland

A firm skin and a high flavor have rapidly made this New England variety popular since it was scientifically bred in 1912. It was developed through crossing to retain the hardness of the old Ben Davis and the tastiness of a McIntosh.



Grimes Golden

This apple is believed to have sprouted from one of the seeds planted by Johnny Appleseed about 1805 near Wellsburg, W.Va. It should never be picked before it is fully ripe because this mistake gives it a flat and acid taste.



GIANT BINS hold 50,000 bushels of apples outside the plant of the National Fruit Products Co. Inc. in Winchester, Va. One third of all apples grown in the

U.S. now go to canning factories. Usually these apples are the ones that would not sell well in city markets where buyers like their apples big and red all over.

BIG FACTORIES SORT AND SHINE THE FRUIT

The huge factories of the apple industry, quiet during the summer, roll with apples in the harvest season. The raw fruit pours down crowded chutes in the packing houses (right), bounces between long tiers of sorting belts and finally whirls through brushes, which mechanically shine their skins. Biggest recent growth in the \$300 million apple industry has been in giant canning factories where massive bins of apples (left) are annually stewed and squeezed into more than 10 million cases of canned sauces and juices.



SORTING of apples is done in Consolidated Orchard Co. at Paw Paw, W. Va. by sharp-eyed women who pick out defective fruit and place them on top belt.



AFTER POLISHING apples fall into bushel forms in preparation for shipping. In packing-house refrigerators some apples stay perfect far into the spring.



FANCY APPLES are racked up like billiard balls to put on top of each basket. Less attractive fruit is hidden beneath this layer in time-honored packing custom.



UNSORTED APPLES are crowded into a long chute as they enter packing house. After sorting (left, above) the castoffs will be sent over to canning factories.

CONTINUED ON NEXT PAGE



HOMEMADE CIDER is poured from a press by 90-year-old J. H. Brown, 1 Kearneyville, W. Va. Like most old-time cider tasters, Brown will have no ill-

effects with pasteurization or heating process, which he favors. He prefers to make unheated cider, as its rich, robust taste,

HAPPY "21". MONEY ORDER ENCLOSED.

A DOLLAR FOR EVERY YEAR=

UNCLE JIM.



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**Make such happy days happier—
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a new era of faster, finer Western Union service! Now Western Union switching clerks just push buttons and, in a flash, telegrams are speeded onward to their destinations. Another dramatic development in the advance of ultramodern, high-speed communications!



**"Isn't there someone who would
like to hear from you today?"**

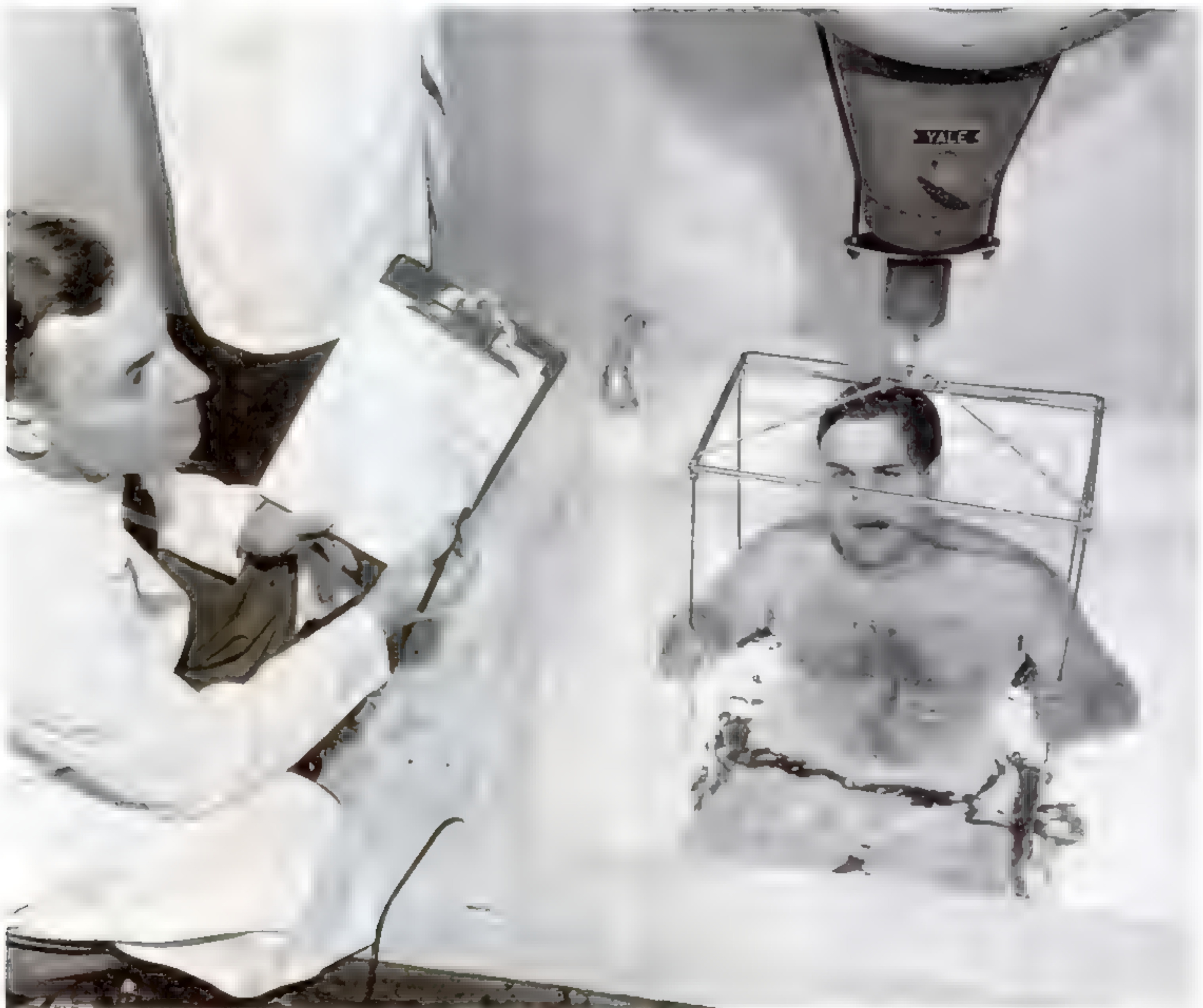


WESTERN UNION MONEY ORDER

No. G 197

To. MISS LODIE SONSARA

3 GANSEVOORT PLACE



OVERWEIGHT STUDENT FRED THEISS IS PULLED FROM LABORATORY TANK AFTER BEING BUNK BY DR. ANCEL KEYS TO DETERMINE AMOUNT OF FAT IN HIS BODY

HOW FAT IS A FAT MAN?

University of Minnesota research workers dunk students to find out whether they really are overweight

For many years medical men have known that people who are overweight tend to die younger than people who are not. The question of exactly who is overweight, however, is still a difficult one to answer. A man with large bones and muscles may weigh more than the average person of his height and age and yet really not be fat. Another man with small bones and muscles may weigh less than average and actually be much fatter. A University of Minnesota physiologist, Dr. Ancel Keys, and his associates are now completing experiments like those shown on these pages to find out just how fat fat people are.

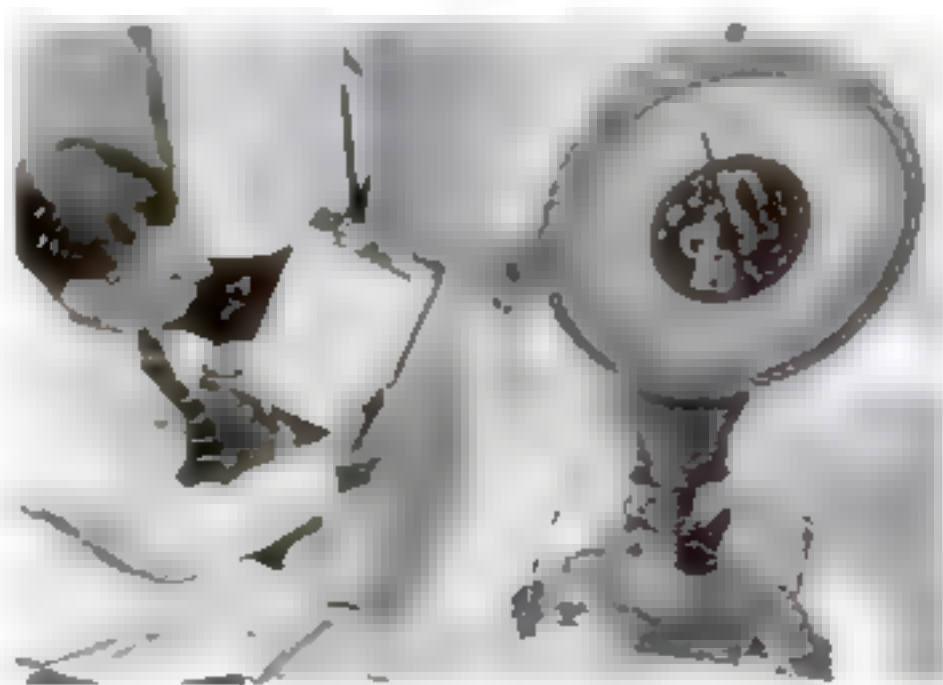
This is being done by dunking students in a tank of water. When the weight lost under water is compared with what the student weighs in the air, the ratio between them indicates how heavy the subject's body is in relation to its volume. Since fatty tissue is quite a bit lighter than bone and muscle, a man who is really fat will have relatively little weight when in water.

The principle involved is an ancient one in phys-

ics. An object floating in water displaces a weight of water equal to its own, and the same object submerged in water displaces a volume equal to its own. When the weight and volume of the displaced water are compared, they indi-

cate the density, or specific gravity, of the object. Weighing the object in the air and under water is another way of doing the same thing. In the case of students the University of Minnesota researchers, knowing the specific gravity of fat and other tissues, can calculate that stout Fred Theiss (*above*) carries 69 pounds of fat, while thin George Paul (*p. 91*) carries only 1.5.

The long-range work of Dr. Keys's laboratory is directed toward the biggest problem which faces medicine—diseases of the heart and blood vessels. By accurately weighing the fat of hundreds of people, Dr. Keys hopes to clarify the relationship between excess fat and such diseases. By working out this relationship in detail, Dr. Keys and his associates are contributing valuable knowledge to extensive research on the No. 1 cause of death.



SUSPENDED FROM SCALE, Theiss is lowered into water. Scale has not yet been sprung to record weight.

CONTINUED ON PAGE 91

When those never-fail cooks talk turkey...



...they give thanks to their Wear-Ever Aluminum Roasters for the mouth-watering, evenly-browned and tender birds they turn out... every time! With the Wear-Ever Roaster's patented lifting rack, its handles both at ends and sides, they find it *most* convenient! You, too, will say it's the easiest-to-use roaster you ever saw! Three sizes: see them today at your dealer's!



IT'S THE EASY WAY TO ROAST TURKEY...

Follow your own favorite recipe for bread stuffing. Adding 2 cups of chopped cooked chestnuts will bring exclamations of pleasure! Then place turkey on rack in your Wear-Ever roaster. Cover. Roast in a moderately slow oven, 325° F., for an 8 to 14 lb. turkey; 300° F. for a 14 to 16 lb. turkey. Follow time table below. One hour before end of roasting period remove cover and cut trussing string. Leave uncovered for remaining time.

8 to 10 pound turkey	20 to 25 minutes per pound
10 to 14 pound turkey	18 to 20 minutes per pound
14 to 16 pound turkey	15 to 18 minutes per pound

Made of the metal that cooks best... easy to clean!

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Keep aluminum gleaming the easy way. Use WEAR-EVER CLEANSER PADS. At all stores.



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*If it's your turn to say
"Come over and play"
It's wise to get set in advance
When you fix up the table
Be sure that you're able
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Allan Clark

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Blended Whiskey, \$6.8 Per Case. The Straight Whiskies in this product are one year or more old. Straight Whiskies — 60% Grain Neutral Spirits.



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116 LB. George Paul, lightest of the four men shown in these experiments, weighs more under water than any of the others. This shows his specific gravity is high and that the amount of fat in his body, accordingly, is very low.



134 LB. Chester Peterson weighs 18.7 lb. more than Paul when in the open air but 1.4 lb. less when in the water. His specific gravity is therefore not so high as Paul's and the amount of fatty tissue in his body, accordingly, is greater.



142 LB. Lester Erickson weighs 9.5 lb. in water. Although heavier than either Peterson or Paul in air, his underwater weight is between theirs. This shows that weight of fat in a person's body has little relation to his total weight.

CONTINUED ON NEXT PAGE



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For enjoyment, make yours Kaywoodie. The smoke is mild and cool—only a degree or so above prevailing air-temperature. Experience and laboratory tests have shown that the nature of a pipe's bowl and the construction of the pipe influence greatly the quality of the smoke. Kaywoodie Briar, imported from the Mediterranean, is selected with extreme care and seasoned by our own processes—and made into perfect pipes that yield lasting enjoyment. The Kaywoodie organization has 96 years' experience. The pipe-smokers' favorite. \$3.50 to \$25.00. Kaywoodie Company, New York and London. Folder on request. 630 Fifth Avenue, New York 20.



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Relief Grains may be had
in other shapes too.



The grain of these pipes stands out in relief, giving them a rugged appearance. Extra comfortable because they're light in weight. Look for the Cloverleaf and name Kaywoodie on the stem when you buy a pipe.



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"Just wax with Tavern—
and wax less often!"

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HIGHER GLOSS—due to the addition of a new high-luster wax

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USE THROUGHOUT THE HOUSE on linoleum, rubber, asphalt tile and wood floors.

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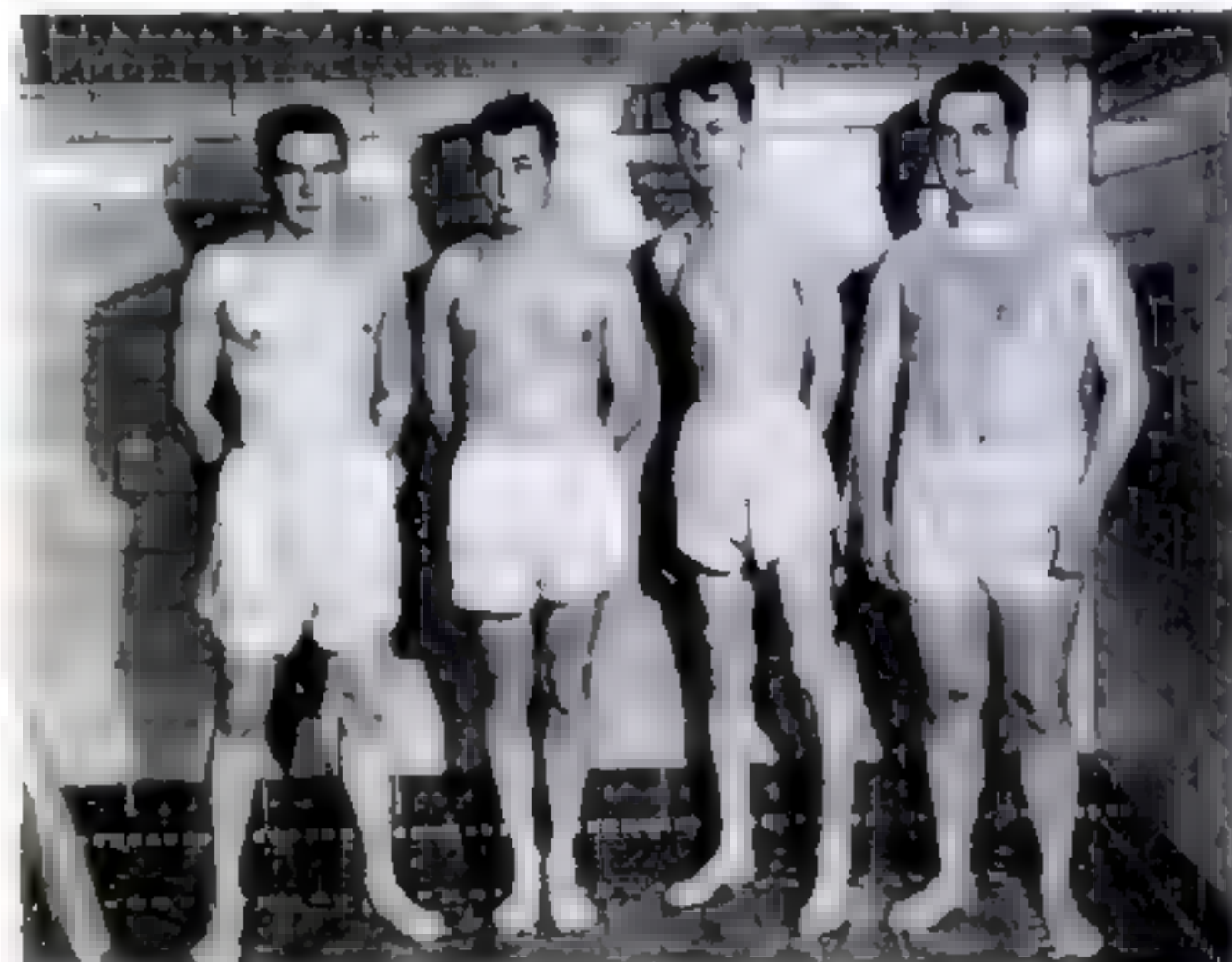


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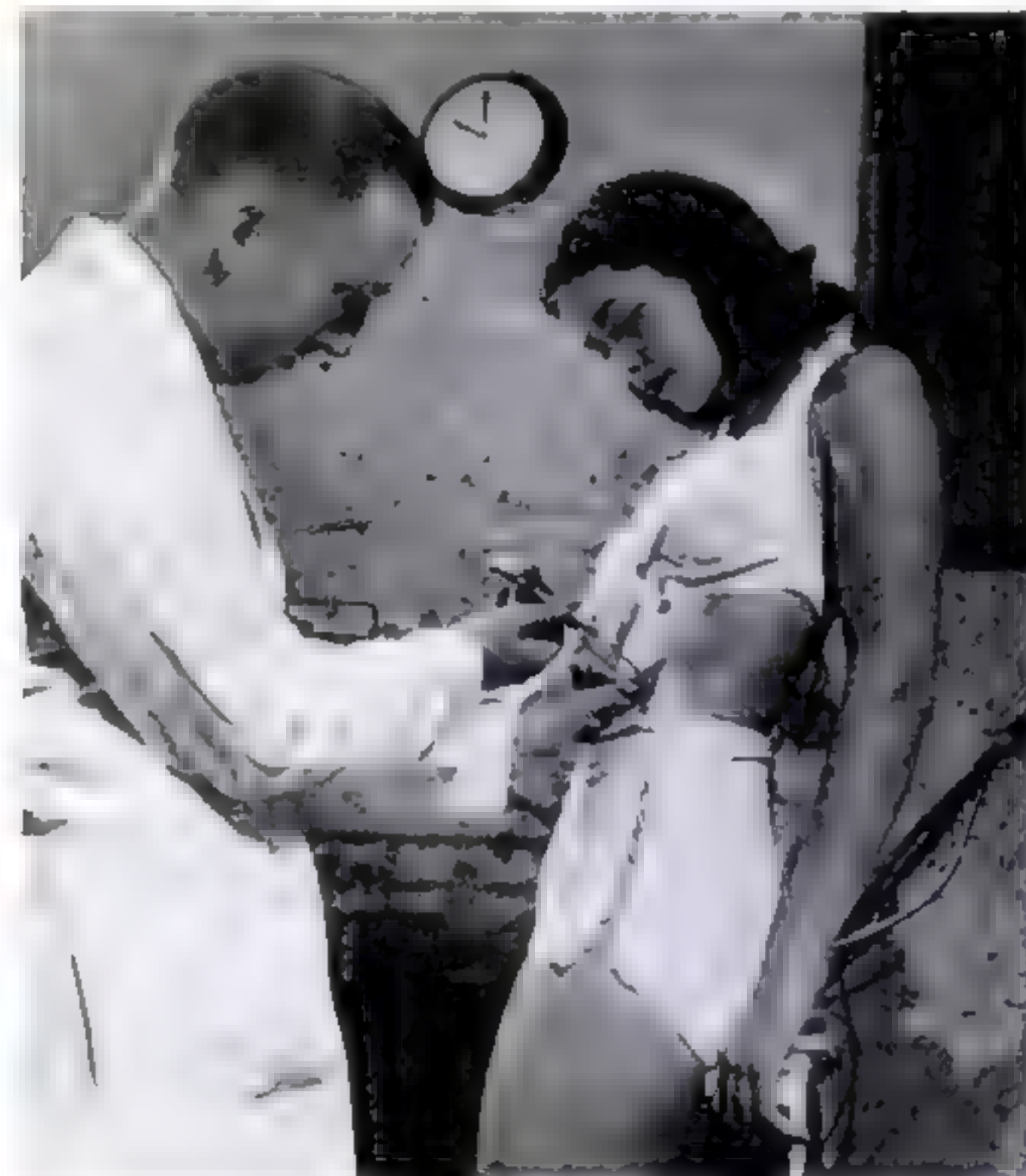
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Fat Studies CONTINUED



FOUR MEN FLOAT in swimming pool to demonstrate their relative specific gravities. Fat Fred Theiss (at right in pictures above) floats quite easily, his toes out of water. Thin George Paul (second from right) sinks almost at once.



SKIN IS PINCHED by calipers in a method of measuring the distribution of fat in the body. This method measures the principal fat deposits under the skin but does not reveal important deposits of fat around heart and kidneys.



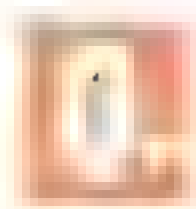
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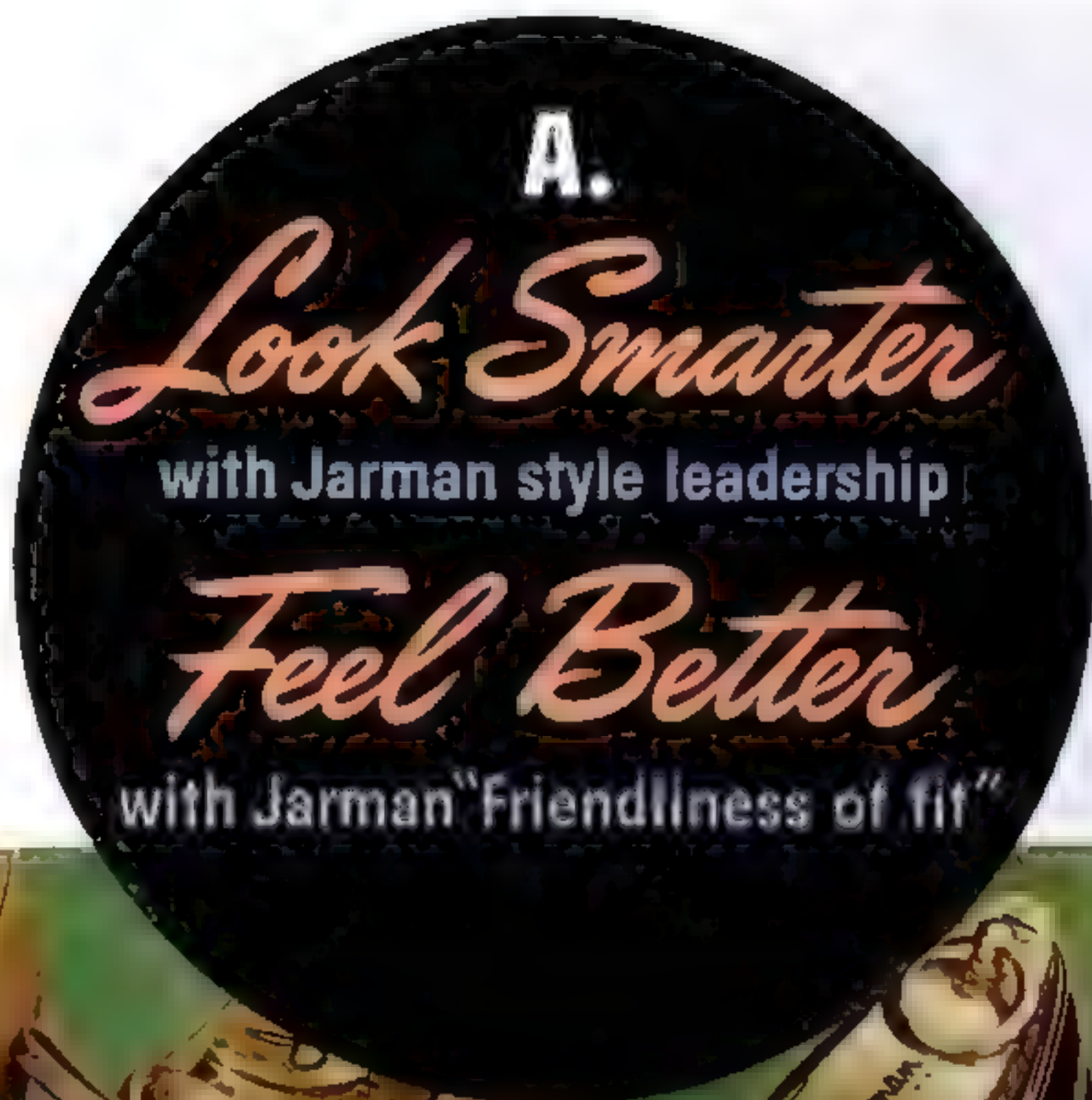
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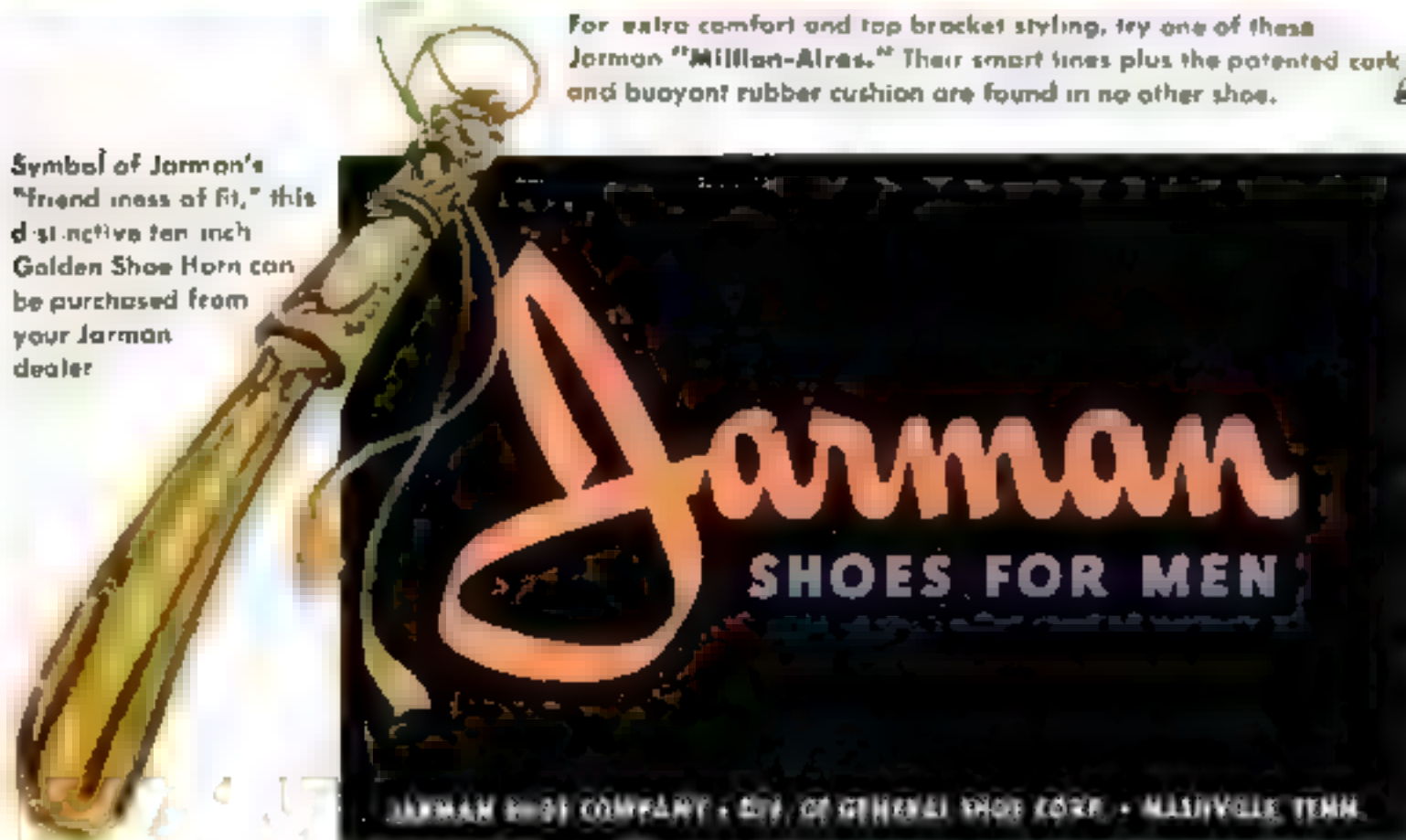


LEFT: Style 2115.
Hand-Sewn "Mac-San"
in smart "turf tan."

CENTER: Style 2110.
Distinctive wing tip for
business wear.

RIGHT: Style 2111.
Blucher "Mac-San" in rich
"Royal Burgundy."

Symbol of Jarman's
"friendliness of fit," this
distinctive ten inch
Golden Shoe Horn can
be purchased from
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dealer.



And if you, too, want to look smarter and feel better, make your next pair Jarman's. For regardless of occasion, there's a choice of smart, authentic patterns to please you — Jarman style experts see to that. And, because of Jarman's *friendliness of fit*, Jarman's give you more comfort and longer service — thanks to rich, soft leathers shaped on a last that follows every curve of your foot. And, too, in each Jarman there's something *extra* to make it a still smarter, better shoe... the patented insole in Jarman "Million-Aires," for example. You can't see it, but your foot feels it — a heel-to-toe rubber-cork base that cushions your every step. So to look smarter and feel better today, step into your Jarman dealer's and step out in a pair of Jarman's.



TWO FRIENDLY ANTELOPE FAWNS NUZZLE AROUND DR. SCHWEITZER AS HE SITS IN AFRICAN JUNGLE WHICH SURROUNDS HIS MISSION

“THE GREATEST MAN IN THE WORLD”

That is what some people call Albert Schweitzer, jungle philosopher

There is a small group of men today, mostly educators, who believe the title of “greatest man in the world” should go—if it goes to anyone—to the broad, shaggy, gray-mustached man above. He is Albert Schweitzer, Ph.D., Th.D., Mus.D., M.D., a 72-year-old medical missionary who lives among the wild cannibals at Lambaréné, deep in the jungles of French Equatorial Africa. Two decades ago Schweitzer, who was born in Alsace, made a tre-

mendous impression on European philosophers with his gloomy but scholarly two-volume prophecy of doom, *Philosophy of Civilization*. Before that, in his 20s, he had become recognized throughout the world as the greatest interpreter of the organ music of Bach and as a brilliant theologian and scholar on the life of Jesus. But in 1913, as he approached the height of his fame and as many men looked forward to the further work of one of the

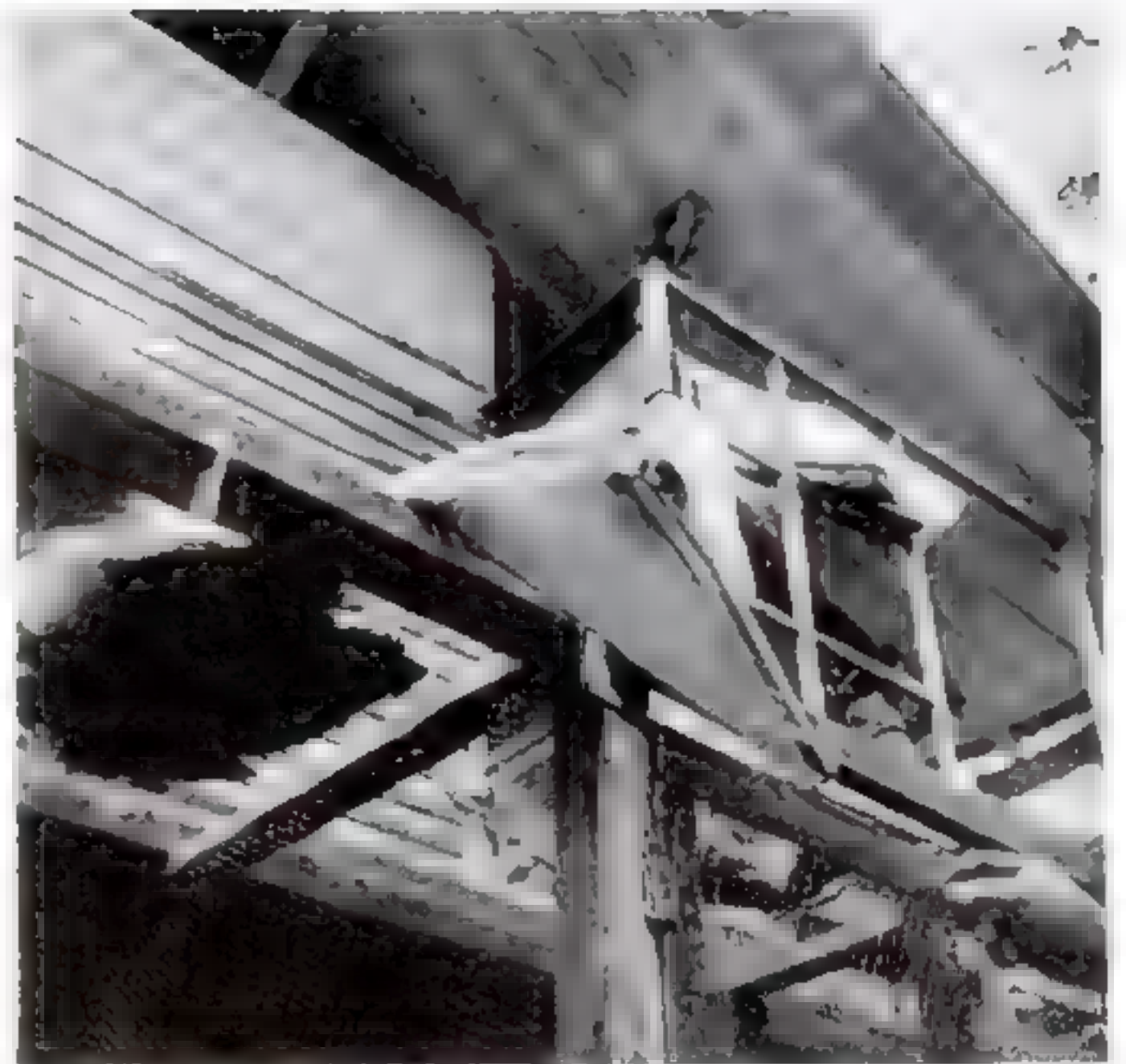
century's most original minds, a Christian shame for the white man's treatment of the Negro drove Schweitzer to go to Africa with his Jewish wife and set up a medical mission for the natives. To be published this fall in the U.S. is *Albert Schweitzer: An Anthology*, a biography and collection of his writings. Next spring Dr. Schweitzer expects to leave the jungles to revisit the civilization he still believes is doomed by man's materialism and false values.



AS MEDICAL MISSIONARY Dr. Schweitzer is paid to take a case down the Ogowe. His people are so young. He never receives news of the war of strikes.



AS PHILOSOPHER Schweitzer writes his monumental study of modern civilization by night in his office at the hospital. He hangs finished text in packages from books behind him.



WATCHFUL PELICAN perches over Dr. Schweitzer's office door at night, delivering skull-cracking blows with his beak on the heads of strange visitors.

In the mission he completes his big work of philosophy

Schweitzer arrived in the jungle in 1913 and quickly made his reputation with some hernia operations. The natives spread the word up Ogowe River that the white medicine man could kill a patient, cut his belly open and then bring him back to life painlessly. Today the big Schweitzer Hospital has grown to 40 buildings, has 300 beds, 3 doctors, 6 nurses, 10 native assistants and even an insane asylum. The old doctor still visits the wards. Carefully catering to native superstitions, he pretends to take some object from sores or incisions and throw it away, thus removing the evil spirit which caused the sickness.

In spare moments the doctor is finishing his philosophical works. By Schweitzer's philosophy men can progress only through spiritual advance. Today, he feels, the world relies too much on material stimuli, the most dangerous being nationalism. For these reasons, civilization must inevitably decay. The example of a few men like himself might stop the decline if the world would pay attention. But the world, thinks Schweitzer, will pay no attention. Schweitzer's final volume is called *Reverence for Life*, a fitting title for the work of a man who never harms even a toad and tries never to step on the smallest flower in his path.



MISSION HOSPITAL lies along Ogowe River at Lambaréné. It grew from old henhouse used as operating room. Mission itself lies two miles down river.

CONTINUED ON PAGE 38

SEVENTEEN SAVED FROM EARLY MORNING BLAZE

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Chief, East Orange, N. J., Fire Dept.

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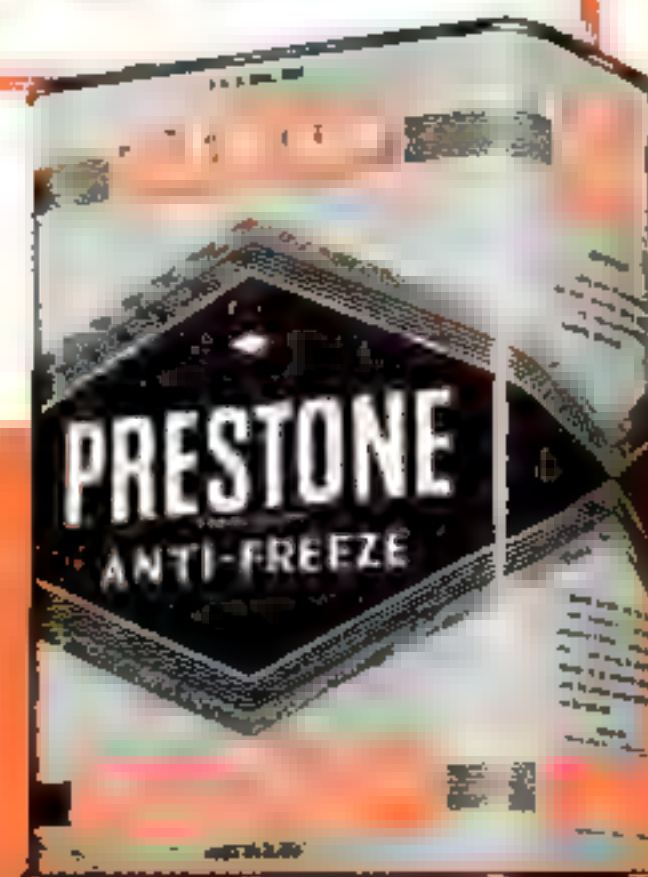
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PRESTONE

*Anti-
Freeze*



Behind every bottle is the quality tradition of Park & Tilford and the knowledge gained in over a century of experience. That is why it is—
“the finest-tasting whiskey of its type in America!”

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“GREATEST MAN” CONTINUED



IN THE WARDS Schweitzer talks with patient through interpreter (right). Natives like inoculations, believe that puncture allows evil spirits to escape.



AT THE PIANO Schweitzer keeps in practice. Specially built piano has organ pedals, is zinc-lined to make it ant-proof. It was gift of Paris Bach Society.



AT SUNDAY SERVICE Schweitzer preaches to natives in French while two interpreters translate into the two most prevalent dialects, Pahouin and Galoan.

Picture a Movie Queen Askin' Me!



Friendly as your next-door-neighbor ought to be, she drives her car in and says—and she's levelling—"what is the best motor oil?"

I level right back..."the oil I use in my car, lady—MACMILLAN."

I give her a close-up under the hood. I tell her how it removes carbon, cleans as it lubricates; makes for smoother driving; improves valve action; and finally, how it keeps piston rings free for perfect

functioning. She's interested but confused.

She asks one question: "You use it?"

"Yes 'um," I says, "me and 1000's upon 1000's of other independent* dealers and we've got lots of good oils to choose from."

"That's all I need to know. You've solved all my problems with a word. From now on I just say MACMILLAN. Is that right?"

"Righter'n rain, lady," I tell her. "Boy, oh boy, she's not only nice, she's smart!"



ASK your independent dealer for expert automotive advice. He will answer your questions on anything from batteries to spark plugs. When in doubt, ask!

Throughout the nation

1000's ^{UPON} 1000's

of these dealers* say:

"I USE MACMILLAN OIL IN MY CAR!"

*INDEPENDENT DEALERS: Experts—mechanics, garage men and service station operators who sell several brands of good motor oil including MACMILLAN.

© Macmillan Pet. Corp. 1948



SENSATIONAL DIOR DRESS imported by New York's Bergdorf Goodman is not only cut very low but emphasizes bust with thick padding on either side. The extraor-

dinarily heavy skirt weights the whole dress, holding the upper part in place so nothing can go adrift and reveal more than the wearer intends. Dior calls the gown "Cabaret."

THE DRESS

When men first see it, they can hardly believe it

For men the fashion news this fall has been all bad. Each day the female form seems to retreat farther from view, encased in corsets, swathed in padding and concealed in long full skirts. Last week came news of another kind.

Christian Dior, the strikingly successful postwar Paris designer, has evolved a line of evening and afternoon dresses cut so low in front as to make the disappearance of legs a matter of mere academic interest. How popular these extreme dresses may prove with women is a big question. In more conservative versions, however, they may become generally accepted, and about their popularity with men there appears to be no question.

On a recent evening, pretty, blue-eyed Ruth Conklin, clad in the most extreme new Dior gown, toured five New York nightclubs. At El Borracho men stabbed themselves with their forks. At the Copacabana they thronged around to ask how the dress stayed on, did not seem too interested in the explanation of its peculiar mechanics (*opposite page*). At the Waldorf, 20-year-old Miss Conklin was glared at balefully by plump dowagers. All evening no one seemed to notice that, below the waist, her dress followed the new trend of concealment with its long full skirt and padded hips. In fact, they didn't even look.



CONSTANTLY STARED AT, RUTH ADMITTED FEELING "ODD," TRIED NOT TO SHOW IT



GLARES AND GAPES greeted Ruth on her round of smart Manhattan nightclubs. "The women mostly looked angrily at me but the men were much nicer," she reported

afterward. "They just wanted to know how I kept myself in the dress." Said a hat-check girl watching her, "I wish she'd drop dead so I could slip into that dress myself."



LA BELLE GAITER,
with the new side-slide.



Fit and



ARIEL RUBBERS
feather-light...
easy on—easy off.



Comfort

for all the family

When you wear BALL-BAND waterproof footwear you get *protection in style!* For BALL-BAND is made for flexible, comfortable, smart fit.

Don't wait till bad weather strikes without warning. Take the family... go to the store that displays the famous Red Ball trade-mark. Be fitted today with BALL-BAND waterproof footwear to protect your health, and your costly footwear and hosiery, too.

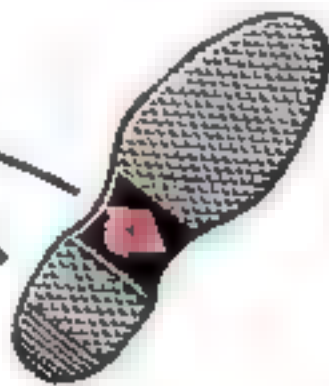


BEVERLY GAITER
a "self-help" style...
waterproof to the top.

TRADE
MARK

REG. U.S.
PAT. OFF. 1921

Look for the Red Ball
trade-mark in the store and on the
sole of the shoe



Ball-Band

MISHAWAKA RUBBER & WOOLEN MFG. CO., Mishawaka, Indiana



PEEK-A-BOO OPENINGS down the front, accentuated by three low-cut... feature another Dior creation of black silk which the designer calls "Margot."



DANCE DRESS of black velvet bares one shoulder and accentuates the bosom by a deep V. Dior calls it "Pavane." His gowns are selling well in Paris.



Meet **SUNBAK***

... announcing the birth of a new family of fabrics by Skinner!

Sunbak* is the name of a series of marvelous new fabrics now being woven under a Skinner patent. (U.S. Pat. No. 2,204,004)

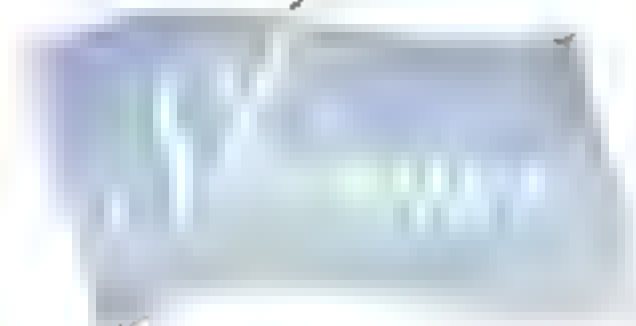
Sunbak* is revolutionary because it combines such yarns as rayon or nylon with wool ... weaves them into a single cloth. One side is always soft, incredibly downy wool; the other can be a shimmering, smooth satin—a handsome faille or a durable, hardy serge.

Sunbak* means unprecedented warmth without weight ... it has given America's designers and manufacturers a basic new group of fabrics on which to work their wonders.

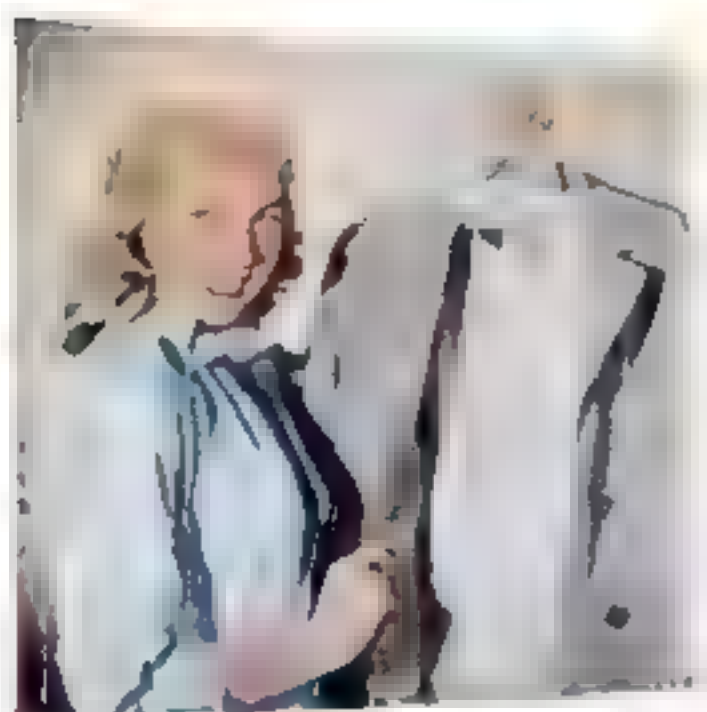
Leading retailers now are featuring Sunbak*—by the yard, and made up in everything from cuddly baby-buntings and negligees to rugged, temperature-defying ski-

jackets. Write us for the Sunbak* booklet—and see Sunbak* at your favorite store.

Look for the label



... all you need know about any fabric



A luxury lining for an all-weather coat a snugly snow-suit to win the Kid's vote.



For bed-roomy things, both modish and warm...sleek, sturdy sport togs that defy any storm!

WILLIAM SKINNER & SONS • Quality Weavers Since 1848 • MILLS AT HOLYOKE, MASS. • NEW YORK 3, NEW YORK

*Trade Mark Reg. U. S. Pat. Off.

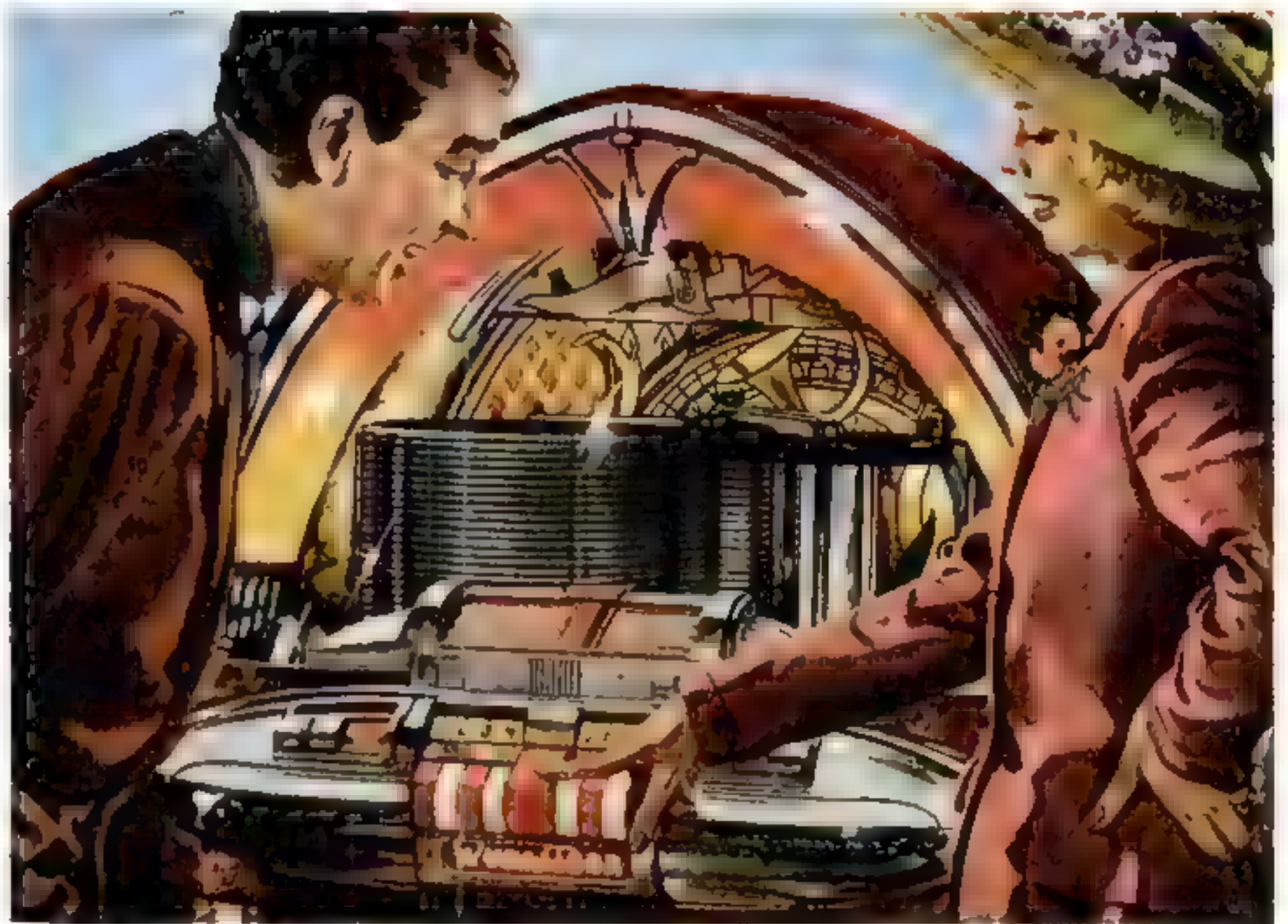
Thrill to the Tone and Beauty



of this **NEW WURLITZER!**

**GO WHERE YOU CAN SEE
AND PLAY IT**

Next time you are out for fun and refreshments, go where you can play this brilliant new Wurlitzer Model 1100, now making its tuneful debut all over America. Never before have you seen or heard a coin-operated phonograph with so many fun-producing features. Light, color, action! Sensational, moving, ever-changing illumination! Majestic tone that can be regulated to the sound level most pleasing to your taste.



Musical Fun for Everyone

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS *Music* TO MILLIONS
The music of Wurlitzer pianos, accordions, commercial phonographs and electronic organs is heard "round the world." The Rudolph Wurlitzer Company is America's largest manufacturer of pianos all sold under one name...also the nation's largest, best known producer of juke boxes and accordions.



MORE FUN TO PLAY

...thanks to Wurlitzer's fascinating new *Encore* Program Selector. Press the master key. It rotates 24 favorite record titles into view in three easy-to-see programs of eight great tunes each. Record selection is faster, easier, more fun with Wurlitzer's *Encore* Program Selector.

MORE FUN TO WATCH

...because of Wurlitzer's brilliant new moving, changing illumination and its great plastic panoramic SKY-TOP Window. It's a "Sidewalk Superintendent's" dream. Gives you a ringside seat as the record changer mechanism works its magic before your very eyes.

MORE FUN TO HEAR

Wurlitzer's long-held leadership in tone now further enhanced by Zenith's COBRA TONE ARM. No record surface noise. Just music as marvelously real and clear as though the entertainers were performing right in the room with you.



COBRA TONE ARM

HOW YOU CAN SEE AND PLAY THIS NEW WURLITZER

If you would like to see and play this new Wurlitzer in your favorite place for food and refreshments, tell the proprietor to get in touch with his nearest Wurlitzer Music Merchant, or tear out the coupon and ask him to send it to us. We will tell him how he can obtain one of these new Wurlitzers for your entertainment. The Rudolph Wurlitzer Company, North Tonawanda, New York. ★ ★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Music Merchants.

THE RUDOLPH WURLITZER COMPANY
Dept. L, North Tonawanda, N. Y.

Please tell me how I can provide a new Model 1100 Wurlitzer for the entertainment of my customers.

NAME _____
ADDRESS _____
CITY _____ ZONE _____
STATE _____

CARLING'S



Happy Day

Throw the empties away—No extra to pay



NO DEPOSIT NO RETURN



Less chance of this



No more carry-back



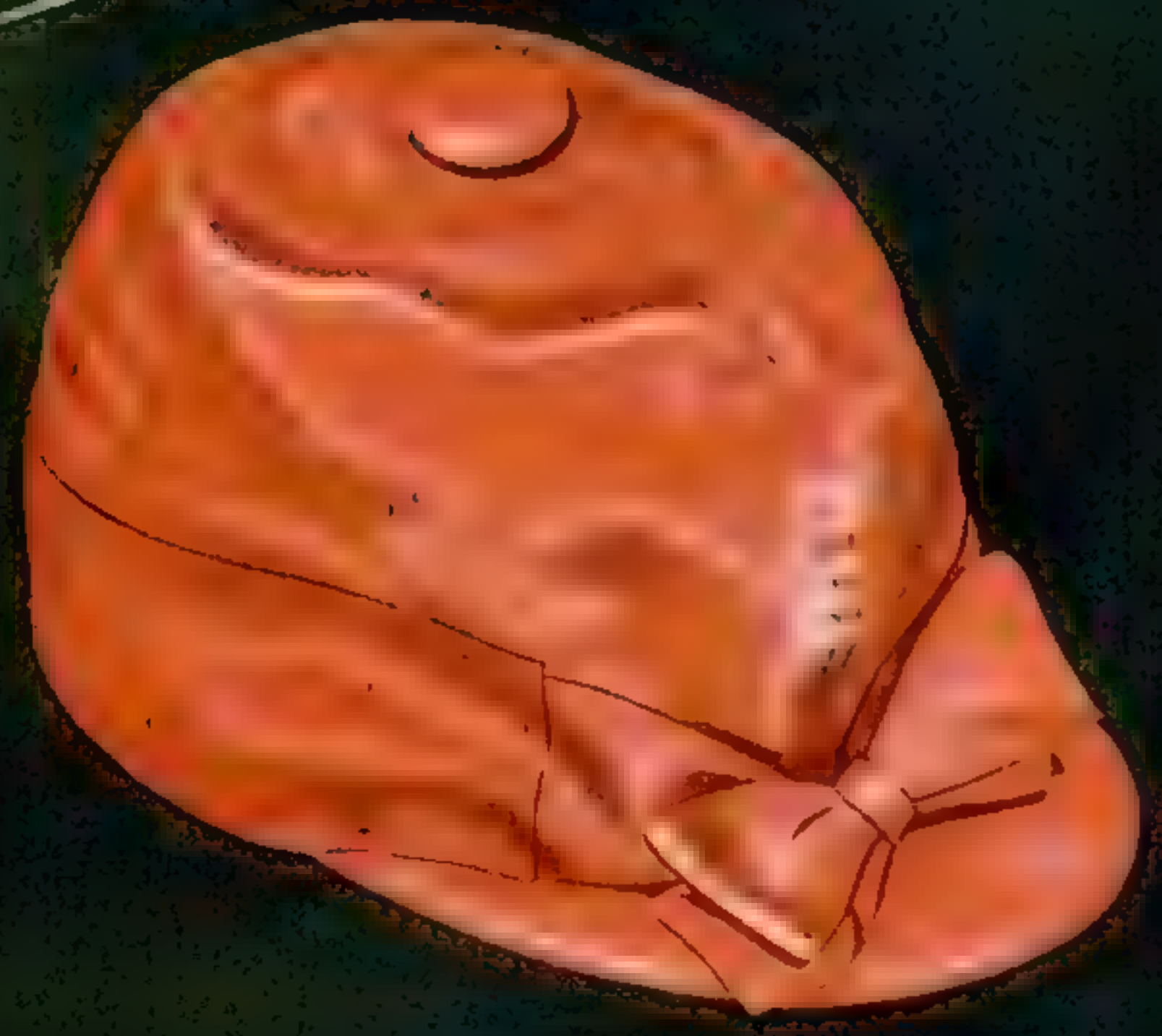
Keep that money in your jeans—no deposit



Less weight on your carry-home arm



Chills quickly—and saves refrigerator space



Exclusively Carling's! For the first time in brewing history, Carling's provides a throw-away bottle at no extra cost to you.

Same full 12 ounces per bottle. No deposit. No return.

Like beer? Like ale? Try Carling's Red Cap. Now at the same price as the premium beers. And remember—no extra charge of any kind for the bottle.

BREWING CORPORATION OF AMERICA, Cleveland, Ohio
Born in Canada (1840). Now going great in the 48 states
as a product of U. S. A.



THE ARMADILLO HAS VICIOUS FORECLAWS, BIG EARS, A SOFT BELLY AND A SHELL AS TOUGH AS "PLEXIGLAS," AVERAGES 24 INCHES IN LENGTH INCLUDING TAIL

ARMADILLOS

The armor-plated little animals are invading the southern U.S.

Almost nobody knows it, but the U.S. is now being invaded by the armadillo. From southern Texas, where its powerful Cenozoic ancestors lived 3 million years ago, it has been steadily advancing northeast and is now well entrenched in Louisiana. Despite the armadillo's fierce look, the invasion is nothing to worry about. The armor-plated little animal is a timid creature which, at the sight of a man, jumps straight into the air, then scurries for its hole or rolls itself up in a ball. It is a menace

largely to ants, of which it eats 40,000 at a meal.

It has taken the armadillo almost 70 years to reach the Mississippi River, where it now faces a difficult tactical decision. To cross a small stream an armadillo, which normally is too heavy to float in water, walks across on the bottom. But to navigate a deep, wide river it must fill itself with air like a balloon and then go for a long, hazardous swim. So far only few determined advance armadillo scouts have been found east of the Mississippi.

\$3.49 PER GAL.
DOES THE TRICK!
PAINTS A ROOM
NEAT AND QUICK!

Kem-Tone
AMAZING OIL
AND RESIN FINISH

**RIGHT OVER
WALLPAPER,
PAINT, PLASTER**

Kem-Tone
AMAZING OIL
AND RESIN FINISH

**THE AMAZING
OIL AND RESIN
FINISH**

Kem-Tone
MIRACLE WALL FINISH

One gallon Kem-Tone contains more oil and resin than a gallon of conventional flat wall paint.

The modern
miracle wall finish

Kem-Tone

TRADE MARK
AVALON BLUE

DRIES IN 1 HOUR • ITS
ONE COAT COVERS MOST

PRODUCT OF
**SHERWIN-
WILLIAMS
RESEARCH**

THERE'S A KEM-TONE DEALER NEAR YOU!

**Bet you don't
need a Harsh
laxative**

Try Lemon and Water
—it's good for you!

JUICE OF ONE
FRESH LEMON

IN A GLASS
OF WATER

FIRST THING
ON ARISING

of vitamin C, which helps to restore energy and to resist colds and infection. They supply valuable amounts of B₁ and P. They alkalize. They aid appetite and digestion. National surveys show 12,000,000 Americans now take lemon and water as a regulator or health builder.

Not sharp or sour, lemon and water has only enough tang to be refreshing: clears the mouth, wakes you up. Try it 10 days and see if you don't benefit.



Keep regular the healthful way!
LEMON and WATER
—first thing on arising

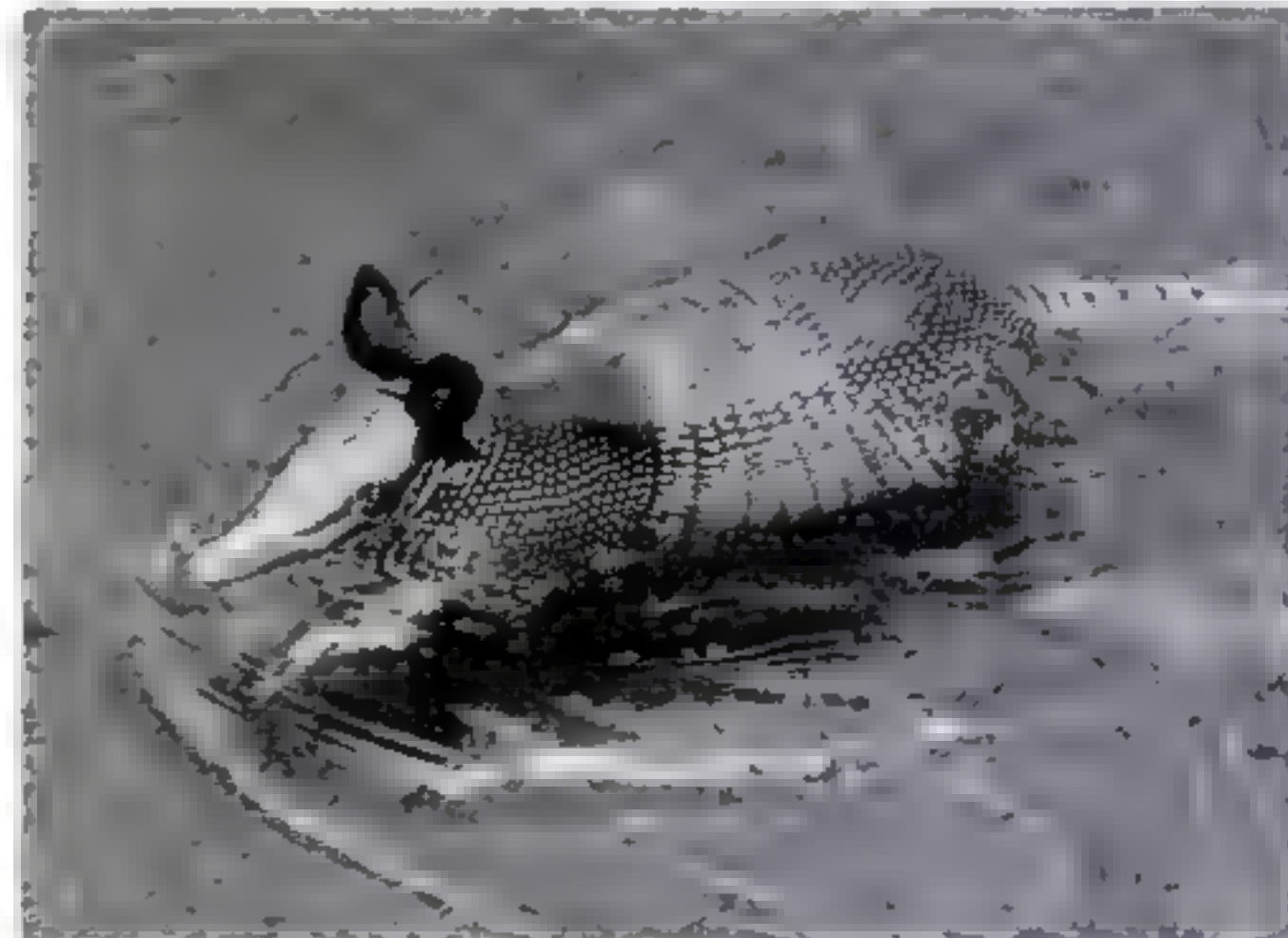
Armadillos CONTINUED



BABY ARMADILLOS lap milk from saucer. Armadillos always give birth to litters of four babies, all of the same sex. The fourth of this litter died. They can be tamed when caught, sell for \$9 a pair, grow to 15 pounds when mature.



TO CATCH ARMADILLO, which clings tightly to the walls of its burrow when frightened, a hunter tickles its belly. This makes armadillo relax. Then hunter pulls it up by tail. An armadillo can dig new hole in three minutes.



SWIMMING, an armadillo blows itself up to float. Even so the animal usually swims under water a few feet before surfacing. Some species of armadillos which live in South America grow to a much larger size than do those in U.S.

CONTINUED ON PAGE 112

Why American oil companies can't relax



1. In January, 1946, Union Oil Company introduced a new motor oil. This oil—*New Triton*—was so high in quality you had to change it only *2 times a year*. In an industry where 1,000-mile oil drains had long been an established practice, it created quite a sensation. So much so that you might have expected us to rest on our oars for a while.



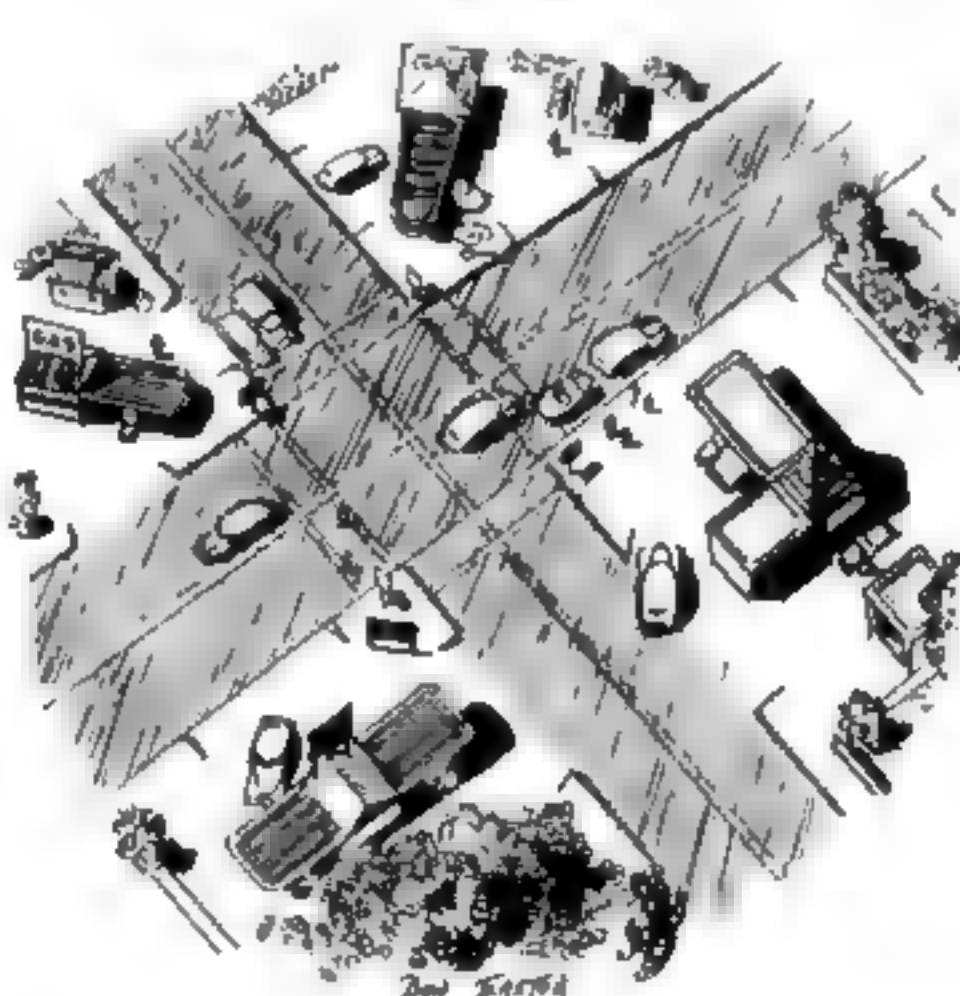
2. But 18 months later four new cars with sealed crankcases rolled out of Los Angeles to begin a road test on a still newer motor oil—*Royal Triton*. During the test all four cars were driven up and down the Pacific Coast until each had covered a distance of 30,000 miles. Make-up oil was added as needed, but *no oil was changed*.



3. For a distance equivalent to three years average driving, the crankcases remained sealed. At the end of the test, the motors were torn down and inspected by automotive engineers. The result? *Royal Triton* came through with flying colors—gave absolute protection in every one of the motors for the entire 30,000 miles.



4. A few weeks later the results were announced to the public and the West had another great new petroleum product—*Royal Triton Motor Oil*. Now with the marketing advantage we already had with *New Triton* it might seem logical to ask why we didn't hold *Royal Triton* off the market until the public demanded something better.



5. The answer is that we happen to be in a highly competitive industry. We don't have all the motor oil business by any means. There are 399 other refiners in the United States who make motor oil and some 20,000 wholesale distributors who market it. Consequently, the *incentive* to get new business with an improved product is constantly with us.



6. In fact, this incentive is the driving force behind our whole free, competitive, American system. By offering a reward in the form of more business or more wages to anyone who can "build a better mousetrap," it constantly encourages the introduction of new and better products—products that have given the American people the highest standard of living in the world.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE



Compiled up by Hull and Son-
derson (Courtesy, Museum
of the City of Boston) Watson's
Juliana pattern is a
modern interpretation of the same
theme, — tulips in
sterling silver

The Beauty of Museum Silver for your very own!



You know that of all the silver ever made, only the finest is found in museums.

Watson Sterling today is directly inspired by these museum silver pieces.

Compare Watson's lovely Juliana pattern with this 17th century Caudle Cup. See how this modern interpretation of tulips in silver is rooted in authentic traditions of craftsmanship of the past.

You will find each of the eleven other Watson patterns just as

truly "Modern silver with the beauty of old masterpieces" . . . designed to bring this beauty to you.

See Watson Sterling now, at most good jewelers'. Any of the five patterns shown here, or Windsor Rose, Windsor Manor, George II, John Alden, Colonial Antique, Victoria or Lotus. You'll find the prices surprisingly moderate for Sterling silver of such beauty and distinction. The Watson Company, 14107 Watson Park, Attleboro, Mass.

Watson Sterling

MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES

Armadillos CONTINUED



SHELLS of armadillos are stored in novelty shop in Salado, Texas. The U.S. species of armadillo is easily identified by nine bands prominent in the center of its back. These bands are soft and enable the armadillo to wriggle freely.



SOUVENIRS are fashioned from armadillo shells, which make a variety of lampshades and baskets. In the center stands a candlestick made from an armadillo's tail. Some Texans believe that armadillo oil is good for rheumatism.



MEAT of armadillo makes an excellent roast. People who eat it say its sides taste like the white meat of chicken and its breast like pork. Because the armadillo runs free all over Texas, a roast of it is known as poor man's pig.



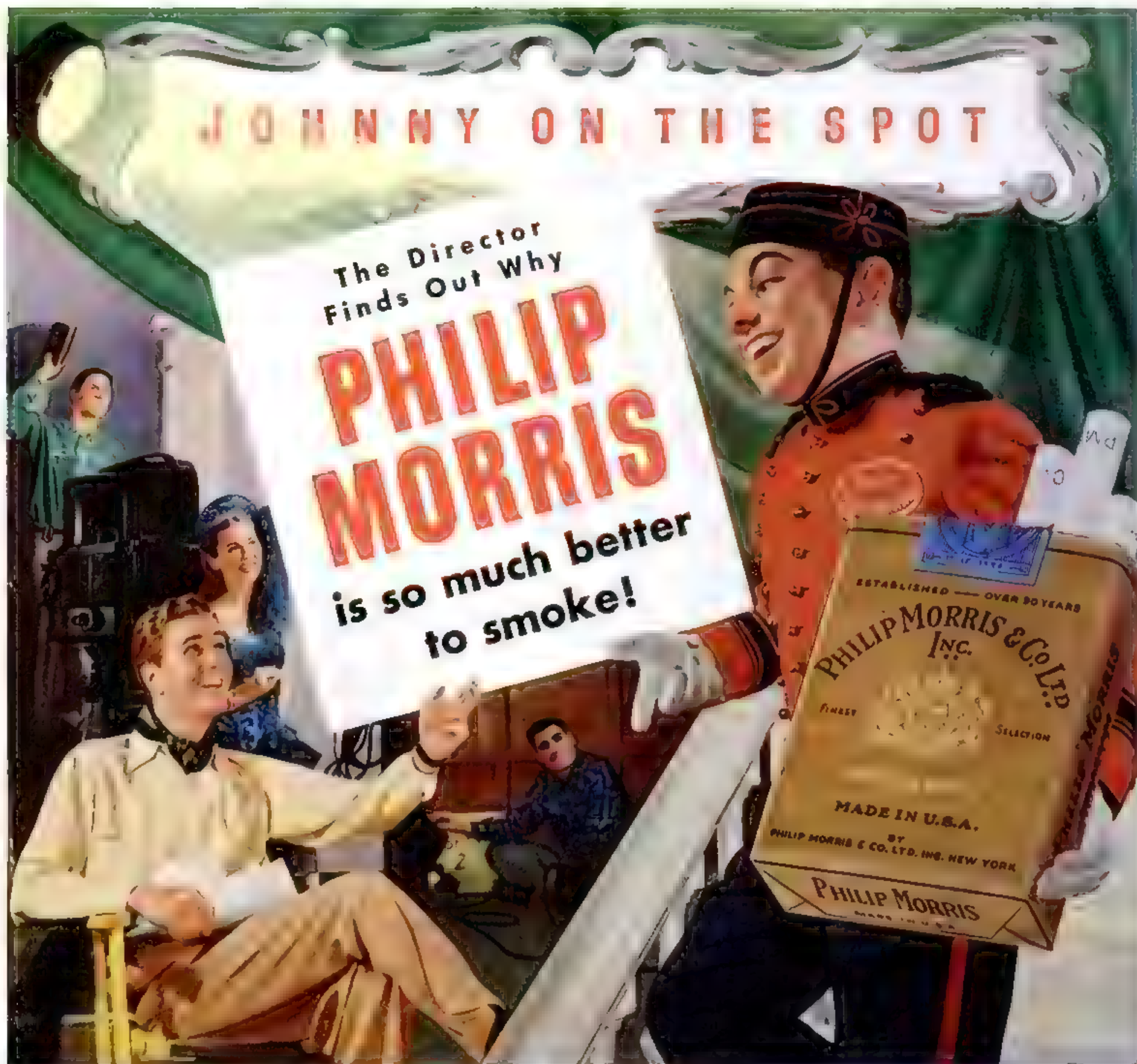
IT LIVES WITH
GOOD TASTE
EVERYWHERE

Budweiser

TRADE MARK. A.B.C. V. S. PAT. 899.

AN HEUSER BUSCH SAINT LOUIS





The Director thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS



A GROUP OF YOUNG HUNGARIAN COLLEGE STUDENTS AT A HOLIDAY CAMP GLEEFULLY PICK UP THE OLD DEAN OF CANTERBURY AND CARRY HIM TO HIS CAR

THE NEW HUNGARY FETES THE "RED DEAN"

The happy old gentleman in the picture above is the Very Reverend Hewlett Johnson, the "Red Dean" of Canterbury, England, who has spent the last 42 of his 73 years in the conservative Church of England shocking colleagues with his eccentricities. He once advocated cannibalism in times of famine, said he would be perfectly willing to have a friend "make soup out of my hand so that the children could be preserved." On another occasion he said he would welcome into his 870-year-old cathedral women in beach pajamas and lovers just looking for a place to hold hands. Most eccentric of all, considering his calling, is his unwavering espousal of Communism. This has won him his nickname, which he does not mind in the least.

The Red Dean is also an energetic man. He gave up hydraulic engineering for the Church in 1904, determined to convert the continent of Africa. His job is to run diocese business matters under the conservative Archbishop of Canterbury but the dean also gets around. In 1936 he visited Loyalist Spain and 1945 found him in Moscow enjoying a 50-minute interview with Stalin.

Last month the Red Dean was off on another trip,

again in Communist territory. At the invitation of the Democratic Federation of Hungarian Women he paid a visit to Hungary, the latest satellite to enter the Russian ken. He energetically toured the country in an automobile, fondled paprikas in the market places, preached a sermon, met Hungary's politicians, took notes for a book. More significantly, he watched the elections of Aug. 31, when U.S. reporters found several incidents of Communist terrorism. The dean, however, reported only a minor scuffle at a political rally, which was efficiently handled by the police.

When he left on Sept. 3 the Red Dean found it in his heart to declare that he had seen the new Hungary and had found it good. The farmers, he announced, are pleased with land redistribution. With a sly reference to the austere food supplies in his own socialistic England, he envied "the imposing amount of excellent food which is the daily ration of the Hungarian worker." He asked the Lord's blessing on Hungary's new Three Year Plan and "was happy to see that at the end of two years of effort Hungary . . . is on the right road . . . toward a real and prosperous democracy."



FRINGE OF WHITE HAIR EMBELLISHES DEAN'S PATE



TIME FOR NITEY NITE

Blossom-bright NITEY NITE SLEEPERS

keep your darlings warm

and well. Their "bootee" foot makes toes toasty.

Their ribbed cuff hugs little wrists.

Sturdily tailored of soft, absorbent, cotton-knit, in one and two-piece self-help styles, every seam is nine-thread sewn, every point of strain is reinforced. Gripper fasteners.

Long to wear... easy to wash... **NITEY NITE SLEEPERS**

in four gay blossom colors—Delphinium,

Peachblossom, Buttercup, Aqua—now

await your choice at leading stores.

Two-piece style, sizes 0-4; One-piece, sizes 4-8.

GLENDALE KNITTING CORP. Perry, N.Y.

"Red Dean" CONTINUED



WALKING IN STREETS of Kecskemét, the dean is surrounded by young Hungarians. Later he visited market, received a bouquet from peasant women.



WALKING IN GARDEN on weekend, the dean talks to Mrs. Matyas Rakosi. Her husband is leader of Hungary's Communists and country's real ruler.

CONTINUED ON PAGE 20

● special
2 tubes for 39¢

NEW
IMPROVED

SQUIBB

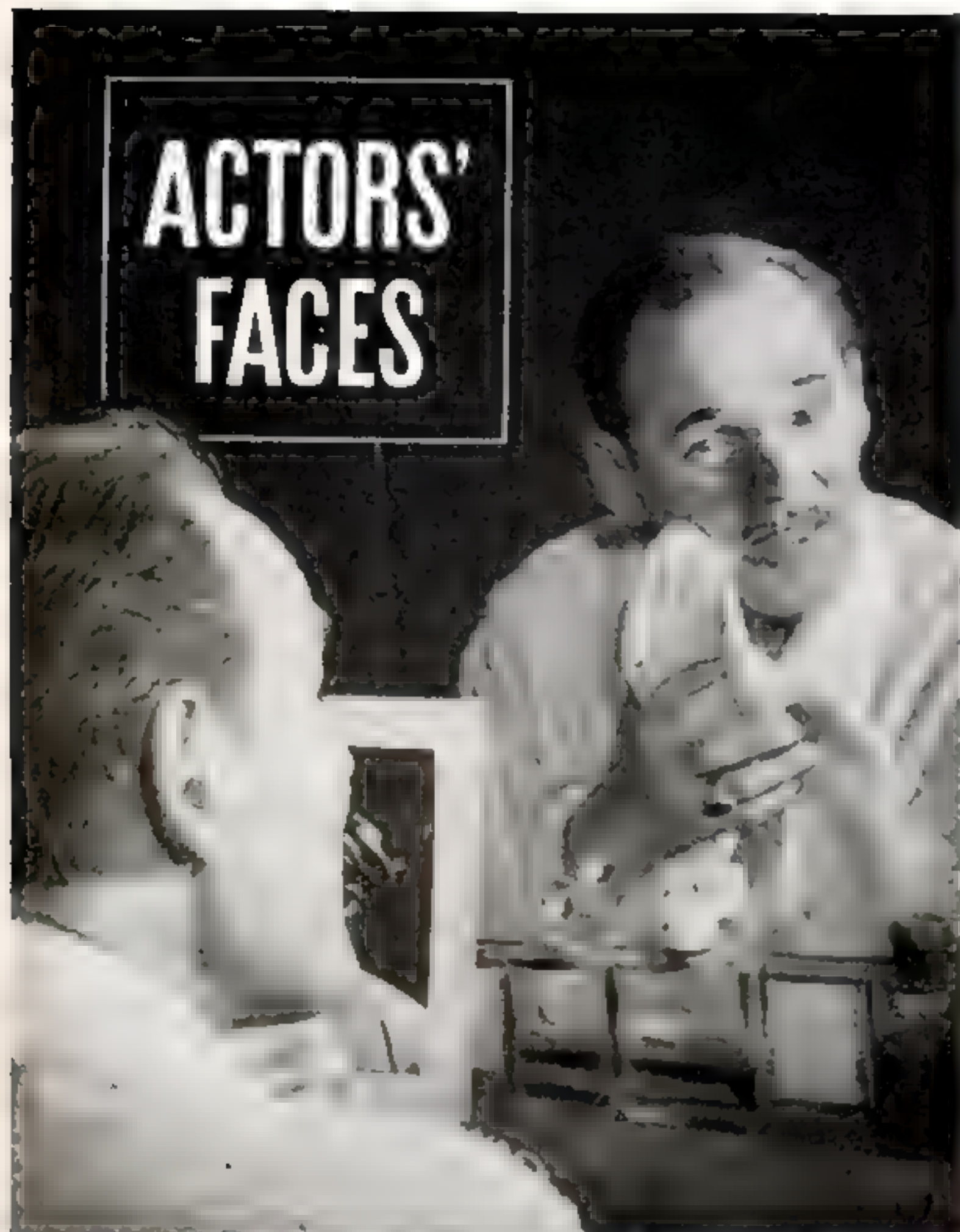


DENTAL CREAM

action keeps on longer after the brushing stops

New improved Squibb Dental Cream is a new experience in longer mouth refreshment. It helps the cleaning by staying with your brush. It helps after the cleaning by staying longer on the job in your mouth. It's alkaline. It's flavored with natural oils—not synthetic. Stays soft in the tube—won't harden. This trial offer guarantees your money back if you aren't completely satisfied. Just bring both tubes, even if empty, and the wrapper back to your dealer. He'll return the full 39¢. (Offer good only through Nov. 30, 1947.)

the alkaline dental cream



HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, now appearing in the United Artists' production, "A Miracle Can Happen." "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates."

A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams is made . . . with a

unique skill resulting from over one hundred years' experience.

Smooth, comfortable shaves

Williams creamy lather softens tough beards *completely*. It lets your razor shave closely and cleanly, leaves your face feeling smoother and refreshed. Get a tube of Williams today.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



"Red Dean" CONTINUED



VIGOROUS DEAN insisted on taking swim in Lake Balaton even though the weather was bad. He is 73 and the father of two children, aged 5 and 7



They grow Imported Botanicals for pick-of-the-crop gin drinks

Want to know something that makes friends say "How do you do it?" when you mix a Tom Collins, Fizz, Martini or Orange Blossom?

Here's how! Just bank on the men who grow the rare *Imported Botanicals* which make Hiram Walker's Gin so much *tastier* . . . tangy *cassia* from China, spicy *juniper* from Italy—the

many delicate herbs, roots and berries that give this gin its famous flavor

When these "vintage year" botanicals are added to Hiram Walker's years of distilling skill, superlatively fine gin is the result.

Taste the difference Hiram Walker's Gin makes—whatever your favorite gin drink may be.



HIRAM
WALKER'S
Distilled London Dry
GIN

90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.

I'm scoring all over the place

... since Reliance proved
to me fine quality need *not* be expensive!

Yes, sir—everywhere I go, I score ... at the game, the club, or the office ... in handsome *Reliance* men's wear! And only a mind reader could tell I paid such moderate prices. Reliance high quality, Reliance low price ... and *me*—what a triple-threat combination!



1

My Reliance jacket stole the show... naturally! For sports, work, leisure wear ... water-repellent rayon-cotton poplin ... with adjustable waist band, swing-bottom pockets, ranscape yoke, Sta-Set collar, zippered change pocket. About \$7.00.



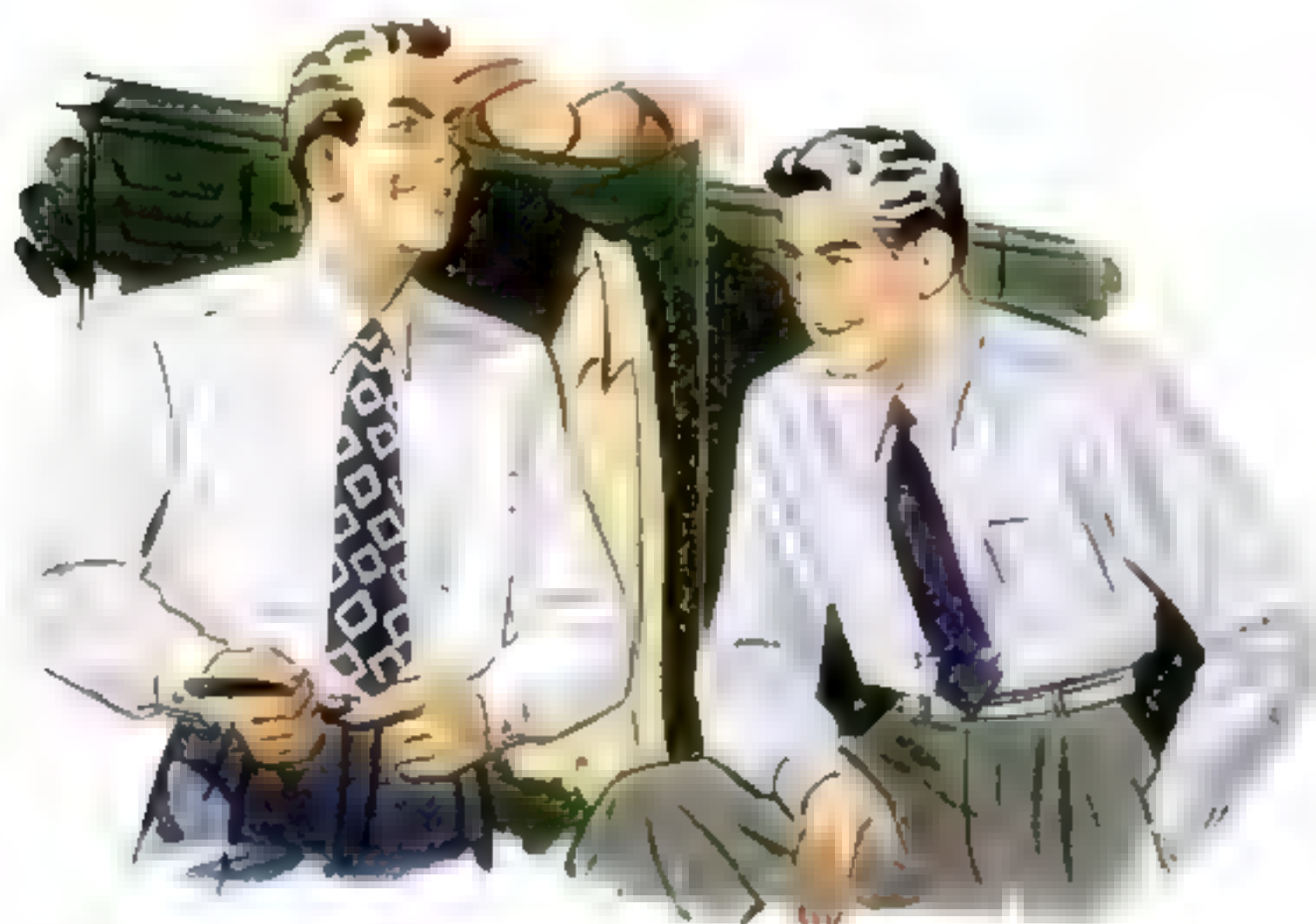
2

Two of the gang took my Reliance cue! (Left) Medium weight all-wool flannel sport shirt; in wonderful solid colors from bright reds, greens, to soft pastels. About \$6.50. (Right) Heavy all virgin wool shirt; wide variety of Reliance Tartan plaids. About \$7.95.



3

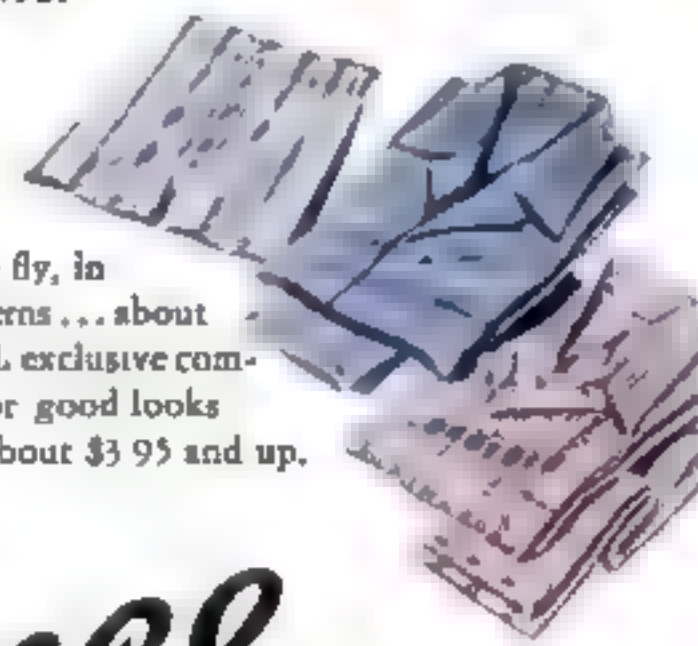
My Reliance enthusiasm really caught on! (Left) Heavy water-repellent-treated 100% wool jacket; wool worsted waist and wrist bands; lined throughout with luxurious rayon. (Right) Water repellent cotton-rayon poplin jacket; quilted rayon lining, lamb's wool interlining. Each about \$11.95.



4

Now practically everyone has gone Reliance! These dress shirts, for instance, with their smart-looking, smooth-fitting contour collars are sensations for comfort and grand appearance. Full-cut, beautifully styled and tailored, whites and patterns. About \$3.00 and up.

Reliance Shorts ... with patented No-Tare fly, in boxer and Gripper styles; solids and patterns ... about \$1.00 and up. Reliance Pajamas ... with exclusive comfortable "Cradle Crotch," tailored for good looks in patterns and solid colors ... about \$3.95 and up.



Reliance

SPORTSWEAR • SHIRTS
SHORTS • PAJAMAS
FOR MEN AND BOYS
Reliance Manufacturing Co., Chicago • New York



IN GREAT, SWEEPING SPIRALS MEXICAN "DANCERS" UNWIND THEMSELVES DOWN A 105-FOOT POLE WHILE THEIR CHIEF SITS PERCHED ON TOP AND PIPES A TUNE

MEXICAN WHIRLERS

An old religious ceremony is a combination Maypole and trapeze act

All Mexico loves a fiesta. Once a year religious, fun-loving Mexicans are served a combination fiesta-circus when they celebrate the feast of Corpus Christi. For four days they chant, drink too much *refine* (potent sugar-cane alcohol) and, at Papan-tla, in the state of Veracruz, watch eight performances of the frightening *juego de voladores* (flying game). The *voladores* dates back to the days of the Aztecs, and its religious significance was obscure even then. But over the years it has become the traditional climax of this religious festival.

The Indian "dancers," trained in this feat from

the age of 5, are easily urged by the crowd to climb the rope-covered pole. Once on top, all but the chief attach to their waists ropes which are wound down the pole. When the music, chanting and *refine* have brought them to the proper pitch, they dive off into the air while the chief plays his flute. As they fall the ropes unwind and spin them out in ever-widening spirals until they hit the ground.

This ceremony has been banned by local governments because so many dancers were killed. But the dancers will keep this whirling ceremony alive until the last man gets too old or the last rope breaks.



WHIRLER'S HAT is securely bound around his chin so it will stay on during 4½-minute journey to ground.



Suddenly, vividly yours... A dazzling luxury polish,
created by Cutex to wear... wear... wear!

Nail Brilliance



only *39¢**

Dazzling new stay-on, thanks to Enamelon, the exciting new wonder-wear ingredient! Now—incredible stay-perfect for your finger tips! Magically, Nail Brilliance defies chipping and peeling—days longer than you'd dream possible!

Wonderful new purity, for complexion protection. Years of scientific research have led to this unique Nail Brilliance formula. Absolutely free of impure substances which sometimes cause skin irritations. Safe for even sensitive skins.

Dazzling new beauty. Such richly radiant color! Such clarity of color—never "muddy." Eight dream-inspired, fashion-inspired shades. Sweet pinks! Bold flames! Strange magic reds! Smoldering black-reds! Crystal-clear and sheer-natural too.

Wonderful new price. Here is luxury you've always longed for—at a way-below-luxury price. Let Nail Brilliance light up your finger-tip beauty—today! Get it at your favorite cosmetic counter—only 39¢.* Northam Warren, New York.

*Plus Federal Tax.

LIFE

Presents

BOYHOOD LETTERS OF FRANKLIN D. ROOSEVELT

Because a doting mother saved every letter he wrote,
historians inherit a treasury of detailed information



SARA D. ROOSEVELT

When Franklin Roosevelt died in 1945, there was no phrasemaker at his deathbed to remark, as Stanton supposedly said of Lincoln, "Now he belongs to the ages." But as surely as the ages have possessed Lincoln, Roosevelt will also be possessed until at last he may supplant Lincoln as history's most completely biographized American. Unlike Lincoln, Roosevelt left an extremely detailed and voluminous legacy of facts.

Much of this legacy exists in his letters, never before published. Herewith LIFE presents an exclusive selection of these letters, covering the period from Roosevelt's first written communication at the age of 5 in 1887 to his graduation from

Harvard in 1904. For historians and those who loved Roosevelt this correspondence will prove of great interest and increasing value.

Almost solely responsible for this treasure was Roosevelt's mother, Sara Delano. Married at 26 to a man twice her age, she doted on her only child. Ravenously she collected and preserved every scrap of paper on which her boy wrote or drew, as though she were certain that he was hurrying toward greatness and that, if he stole a bird's egg or caught a cold, posterity had a right to know of it.

Beginning in November with volume one, *Early Years*, Duell, Sloan & Pearce will publish Roosevelt's family letters as *F.D.R.: His Personal Letters*.



FRANKLIN AT 5



My dear Mama.
I am in a great
hurry. I found
two birds nests
I took one egg
we are all

well. I am going
to the Millie
Rogers Party.
and to meet
Papa. Good
bye your loving
Franklin P.S.
Love to all

AT THE AGE OF 6 Roosevelt had already started a voluminous correspondence with his mother, of which this was the fourth letter,

written at Hyde Park while Sara Roosevelt was away. It reveals an interest in nature which was to remain with Franklin all of his life.

1889.
ALDWYNTOWER,
GREAT MALVERN.

MY DEAR MAMA WE HAVE NOT BEEN
ABLE TO GO OUT TODAY. WE HAVE BEEN PLAYING
GAMES. ONE GAME WAS STEEPCHASE THE
OTHER WAS SOLDIERS THE OTHER DOMINOES
AND IT TOOK UP ALL THE MORNING. WE PLAYED
SOME MORE THIS AFTERNOON. WE MADE A
GREAT DISCOVERY OF A BOX OF DOMINOES
AND DRAUGHTS WITH THE RED AND WHITE
KINGS AND QUEENS JUST LIKE THAT BOOK
THROUGH THE
LOOKING GLASS
TURN OVER

WE NEARLY WENT TO THE BEACON
THIS MORNING AND WE PICKED A LOT OF
WILD FLOWERS

YOUR LOVING FRANKLIN

FROM
FRANKLIN

IN ENGLAND at 7, on a first trip abroad, Franklin had typhoid fever and convalesced at Aldwyntower, playing games and picking flowers while his parents visited friends.

A HAPPY
BIRTHDAY
1889 FOR
DEAR
MAMA

AT 7, F.D.R. LABORED OVER THIS BIRTHDAY GREETING

PRESCHOOL YEARS

Young Franklin's preschool years (he did not go to Groton until he was 14) were spent in comfort and security at Hyde Park, N. Y. or abroad with his parents. He had private tutors and governesses, who helped him with his letters and who nursed him when he fell ill. He learned to play the piano before he was 10, to speak French and German and to shoot wild birds. He was, according to his watchful mother, a shy youngster, but sometimes he wrote, "How are the dead rats getting on?" and "A boy was kicked in the head by a horse while he was coasting." His signature was frequently only "F.D.R.," but when a mood struck him he reversed the letters in his name and signed himself "Nikknarf."

FEB 26 WEDNESDAY

MY DEAR MAMA I AM GOING TO TELL YOU WHAT I DID.
SATURDAY WE HAD A LOVELY TIME. NUTS AND MAY
WAS ONE, LONDON & BRIDE, AND SOME OTHERS.
PLEASE TELL PAPA THAT PAGE RIDES ZEESEE.
SUNDAY WE WENT TO THE NEW JENTS MAY KANE
WAS THERE AND MONDAY I WENT TO THE BOR
LANDS I WON ONE GAME BY 2 SHE THE OTHER
BY 3. SEND PAPA 100 KISSES AND AUNT LAURA AND
UNCLE FRANK BOTH 75. NEXT SATURDAY I AM
GOING TO MARY PRIZE'S NEXT FRIDAY MANGUL DITE
F BARRIAMS BIRTHDAY I AM GOING THERE TO
GOOD BYE DEAR
MAMA
AND PAPA
PTO

AT HYDE PARK he "told" on a groom who rode his father's horse. "Uncle Frank" was Franklin H. Delano, after whom he was named. "Aunt Laura" was Mrs. Delano.

Hyde Park
Feb 27th 1892

My darling mum
kin & Pak!

Good morning
I hope you have used
Pears' soap & are
flourishing now.

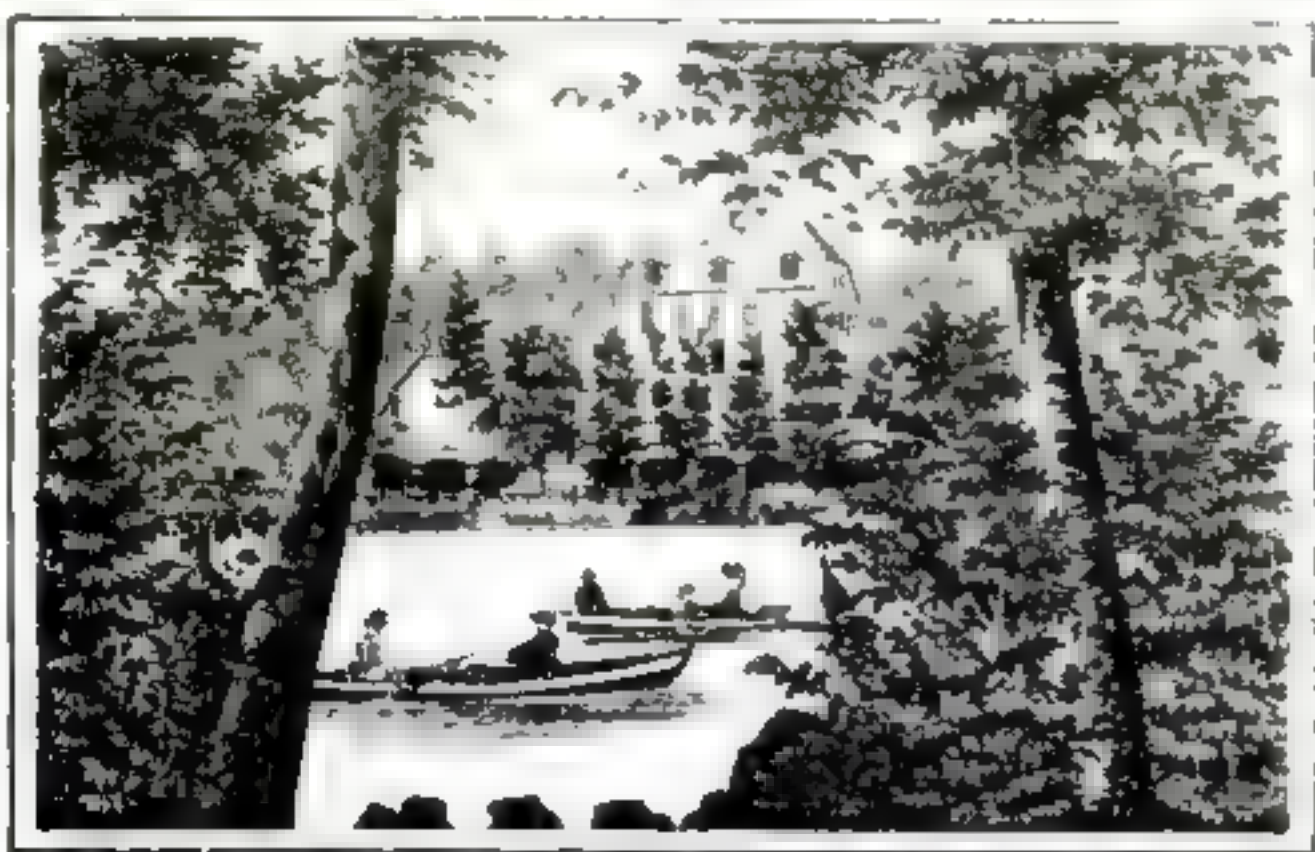
I am dying of school
fever & you will
be horrified to hear
that my tempera-
ture is 150°. But re-
ally I have got a
"petit rhume" only

I am in the hands
of the celebrated
Dr. Sandoz - He came
up to see me this
morning & ordered
5 drops of camfer
on sugar twice in

the mornin. a
hot toe bag, break
fast in bed & stay
at home all day
^{tomorrow & today}
if not clear of the
disease. I went to
play with E. yester

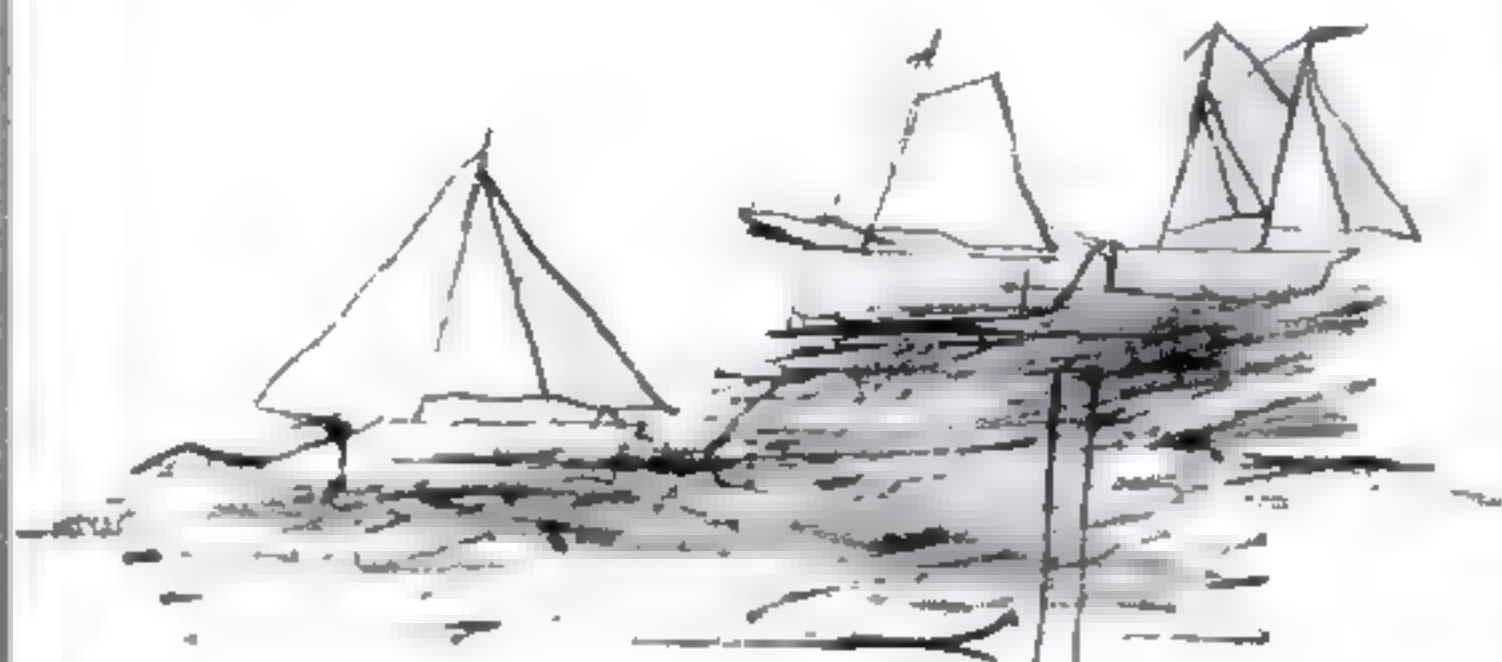
AT AGE OF 10 he was conscious of Pears, a much advertised soap of that day. "Dr. Sandoz" was apparently his Swiss governess, Jeanne Sandoz, whose quaint remedy and

"hot toe bag" (hot-water bottle) soon cured him. To emphasize fact that he was getting a good rest, she added "tomorrow and today" to his script, only partially reproduced above.



May 30th 1891
rec'd June 12th

My dear Muriel and Warren. We are staying in Bad Nauheim Germany. It is lovely here and on this paper is a picture of the



big lake on which we row and Papa got me a great big boat and I sail it every day. I am sending you a drawing of the

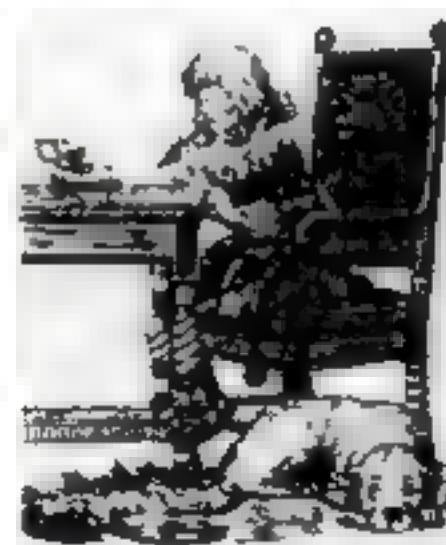
IN GERMANY on another trip abroad, 9-year-old Franklin and his parents stayed at Bad Nauheim, a health re-

sort not far from the Rhine River. There he wrote rapturously to his young cousins, Muriel and Warren Rob-

bins, not forgetting to mention their mother, Aunt Kassie. While his 63-year-old father took mineral baths and



ON HORSEBACK at Hyde Park on his dock-tailed pony Debby, 7-year-old Franklin cut a fine figure. He disliked sailor suits but hated kilts, which his mother loved even more.



April 10th 1891

My dear Aunt Doe, We are having a very early Spring and the

ride to Algonac as we did last summer. I am to have a little farm and chicken house of my own. I hope you and Uncle Will will come

IN THE SPRING Franklin reveled in the outdoors. "Aunt Doe," to whom he wrote about wild flowers and the health of his horse, was Deborah Delano Forbes.

boat. Tell Aunt Kassie that I am drawing her a little book with sketches of Nauheim and other places where we go to. I have a splendid bow and arrow and I shoot in the park. It is raining now. I go to the public school

with a lot of little mickies and we have German reading, German dictation, the history of Siegfried, and arithmetic in which I am to '14 X 71' on paper and I like it very much. Give my love to Grandpa and Grandma and say I wish they were here. Good bye your affectionate Franklin D. R.
P.S. Give my love to Aunt Kassie and write soon. F.D.R.

gentle exercises in the hope of easing a serious heart ailment, Franklin was entered in the public school at Nau-

heim in order to brush up on his German. Evidently he enjoyed his studies almost as much as he enjoyed his

new sailboat but nonetheless failed to conceal a somewhat superior attitude toward his young fellow students.

wild flowers are beginning to come up in the woods. My pony Debby is well and I rode 12 miles today with Papa and we are going to

home soon. Please tell Uncle Will that if he has any foreign stamps I should like to have them as I have begun to make a collection.

Her husband, "Uncle Will," was expected to have foreign stamps for a collection that eventually filled many volumes because he had lived in Hong Kong for years.



HYDE PARK HOME. in which F.D.R. was born and spent his boyhood, was then called Springwood. Years later he renamed it Krum Elbow after a bend in nearby Hudson River



AS BASEBALL MANAGER in his final year, Roosevelt sported a skimmer adorned with Groton's colors. He

played baseball himself, but not skillfully, and thought the managership "a place of considerable responsibility."

There is really nothing to write about now but I will tell you all about the St. Marks game on Thursday

With loads of love

ΥΡΑΥΚΛΙΝ ΔΕΛΑΥΩ

ΡΩΟΕΡΕΛΤ

(Papa can read this!)

AS GREEK SCHOLAR he spelled his name phonetically. Papa may have noted that he made some mistakes.

November 5th 1896.

Hurrah, Hurrah, Hurrah

Groton

46

St. Marks



I am hoarse, deaf, and ready to stand on my cocoanut! Our team played a wonderful game and the victory was ours after the first five minutes. St. Marks seemed to be asleep during the first half & she let us get a score of 28-0. In the second half she braced up a little but did not prevent us from scoring 18 more. Our fellows played without a fault, and the inter

GROTON'S VICTORY over St. Marks, its traditional rival, filled Franklin Roosevelt with a schoolboy's exulta-

tion. In 1896 touchdowns were worth four points, goals after touchdown two points, field goals five and safeties

two. This letter also reveals Roosevelt's new enthusiasm for photography, which was then very popular at the

SCHOOL DAYS AT GROTON

In 1896 his mother deposited 14-year-old Franklin, "dry-eyed and resolute, if a little tremulous," she said, at Groton School in Massachusetts. Groton was and still is a socially impeccable and Spartan school presided over by a clergyman and dedicated to the cultivation of "manly, Christian character." In 1896 the curriculum was classical and the plumbing was ruggedly simple. A cold shower was required of each boy daily, tardiness was unpardonable and relations between new boys and upper-classmen were conducted in a manner only slightly friendlier than the Spanish Inquisition.

In this atmosphere Franklin adjusted slowly. He wrote home that he sang soprano in the choir and that the boys called him "Uncle Frank." In response to his distraught mother's queries about his health (she sent him stamped, self-addressed envelopes to insure steady correspondence), he indulged in minute and occasionally perverse detail: "I managed to dislocate my fourth finger. . . . I managed to get a small cut on both eyelids of my left eye. . . . There are quite a number of boys in the infirmary suffering from tonselittice, jaundice, etc. . . ."

Franklin was a good student but not a remarkable one and occasionally wrote, "I failed sweetly on two examinations," or "I now find that I came within 4 points of passing my Math." He threw himself into Groton's extracurricular activities, cultivated an exuberant school spirit, as revealed in the letter below, studied photography and took up debating. One of his classmates recalls that in an argument Franklin "liked to take the side opposite to that maintained by those with whom he was talking. This irritated the other boys." He went out for many sports but did not become a member of any of Groton's "first" teams except as manager (left). He had a deep respect for Groton's famed headmaster, the Rev. Endicott Peabody, although once in a moment of frustration he notified his parents that Peabody was "tyrannical." Forty-one years after graduation in 1900, however, Roosevelt the president refuted Roosevelt the schoolboy. He wrote to Peabody, then an old man of 84, saying, "I count it among the blessings of my life that it was given to me in formative years to have the privilege of your guiding hand and the benefit of your inspiring example."



AS SENIOR he posed for last portrait ever made of himself and parents. His father, then 71, died the next year.

ference was especially good. Dave Hawkins surprised everyone with wonderful runs. He made 7 touchdowns and Stuchincloss made the other one. I lunched with Mrs. Lawrence yesterday, and came to the game with them afterwards.

The pictures came from Boston today and some of them are splendid. Has the bill been sent to you? I ordered some

mounting - paste & a brush with them.

It is raining here today and it is our hardest study day in the whole week as we have two periods at Latin, two at Greek and three at Algebra.

I am going to get a boy to print some of my pictures for me so that I can send you some

With love
F. D. Roosevelt.

school. The query, "Has the bill been sent to you?" is familiar to all parents of boarding-school boys. In other

letters Franklin used such begging phrases as: "I should very much like a red turtle neck sweater," "Cake, candy

or any delicacy would be acceptable" and "Please bring me a pair of three-buckle arctics and some decent skates."

W Friday
The Harvard Crimson Dec. 4th
1903.

Dearest Mama -

I have been absolutely rushed to death since I came back with a thousand things to attend to & meetings of the nomination committee (for Senior Class elections) lasting up to 2 in the morning. I am to be nominated anyway for an

office & am naturally delighted. - You will be as surprised as I was when you hear what office - But I don't stand a ghost of a show of being elected & it though I am pleased at the honor of nomination.

Dearest Mama - I know what pain I must have caused you and you know I wouldn't do it if I really could have helped it - Mais tu sais, me

voilà! That's all that could be said. I know my mind, have known it for a long time and know that I could never think otherwise: Result: I am the happiest man just now in the world; I have the luckiest - And for you, dear Mummy, you know that nothing can ever change what we have always been & always will be to each other - only now you have two children

to love & to love you - And Eleanor as you know will always be a daughter to you in every true way.

I shall be here over Sunday working all the time but will write you a longer letter than -

Excuse this hurried scrawl, it doesn't express anything but you know what I mean.
Your ever loving
F.D.R.

HIS LOVE FOR ELEANOR, about which he had told his mother only a few days before this letter was written, caused his mother great pain at the thought of losing

him. Perhaps in an effort to mollify her, Franklin first wrote about his nomination as class marshal (he was not elected) before bringing up the touchy subject again.

It has been very chilly for the past week and the buildings have been cold through lack of fuel, but now that the strike is settled the coal has begun to come in small quantities. In spite of his success in settling the trouble, I think that the President make a serious mistake in interfering—politically, at least. His tendency to make the executive power stronger than the Houses of Congress is bound to be a bad thing, especially when a man of weaker personality succeeds him in office.

A CONSERVATIVE in 1902 when he wrote to his mother, Franklin took a critical view of President Theodore Roosevelt's intervention in a coal strike.

THE BOY BECAME MAN AT HARVARD

With him to Harvard in 1900 Roosevelt took private-school associations which set him and his friends somewhat aloof from other undergraduates. He was not a sparkling student, took no honors but passed his course handily enough. He got a new pipe, rowed on the freshman crew and went out for the *Crimson*, the college daily. As president in his senior year he attained a position of campus prominence never reached at Groton and as he developed he took an ever-increasing interest in politics. Later he outgrew some of his ideas, particularly about executive and congressional powers as discussed in the letter above.

After his father's death that year Franklin's personal life centered about his mother and his fifth cousin, Eleanor. She had been an acquaintance since early childhood and now was his guest at dances and parties. At graduation in 1904, Franklin was a young man very much in love. His decision to marry Eleanor strained but never broke his singularly close ties with his mother. It marked, however, the fact that as his youth ended, Franklin had become a man of independent mind.

CONTINUED ON NEXT PAGE



ELEANOR AT 19 was a tall, soft-eyed girl with hair upswept in the Gibson Girl style of 1903. Franklin (below) worked on the *Harvard Crimson*, of which he became president. He also picked up some of the newspaper ways which later were to make him a master at handling the press.



Spruce . . . for men



Spruce Shave
Bowl, Lotion
Talc 3 00

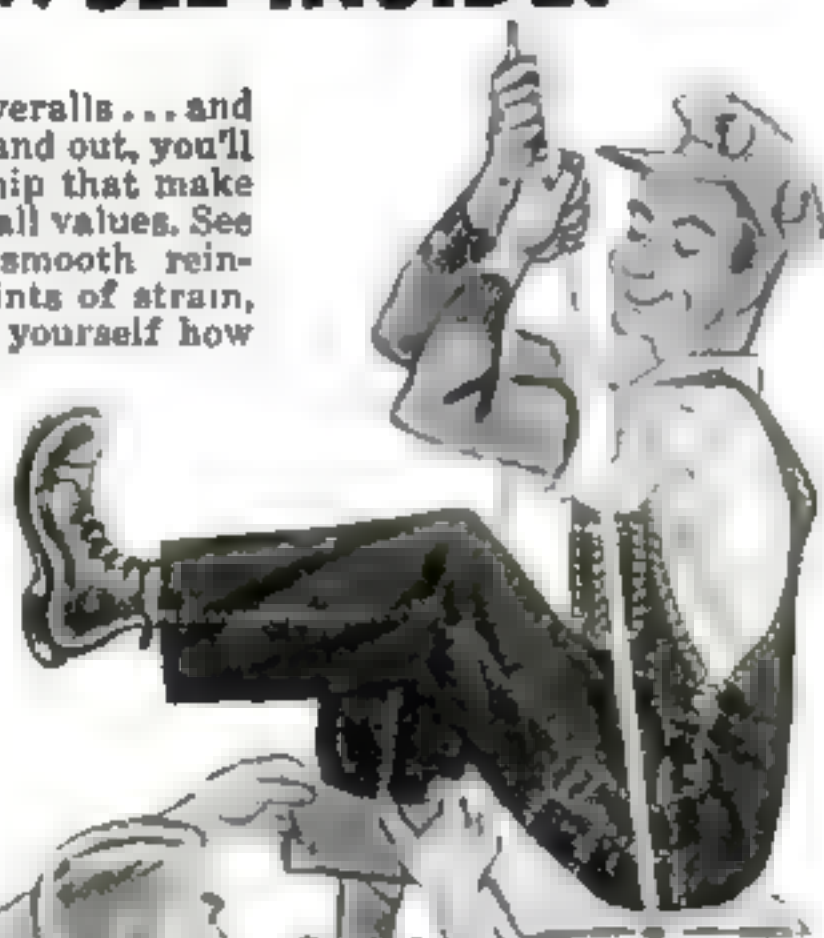
Spruce Soap for
Men, Box of four
bars 1 25

Wrisley Spruce . . . cool, clean essence
of the windswept woodlands . . . bracing and refreshing as the
tangy scent of the forest . . . a masculine gift

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Shave Bowl, 1 00; Cologne for Men, 1 00, Deodorant, 1 00

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TROUSERS • SHIRTS • ONE-PIECE SUITS • JACKETS • TREE CLIMBER TOGS

ROOSEVELT LETTERS CONTINUED



WITH HIS MOTHER and his pet dogs, 16-year-old Franklin poses on porch of Hyde Park home. Sara Roosevelt was happiest when she was near her son.

OTHER LETTERS PORTRAY DEVELOPING PERSONALITY

GROTON, SEPT. 27, 1896

The Biddle boy is quite crazy, fresh and stupid, he has been boot-boxed once and threatened to be pumped several times. Our 4th twenty-two play four times a week, and we have had some very desperate battles. My head is a little bunged up, but otherwise I am all right. Mr. Peabody read to us in his study several evenings in the week after supper. I eat a great deal and I have gained several pounds.

[The reference is to Moncure Biddle of Philadelphia.—ED.]

GROTON, NOV. 22, 1896

Poor Biddle has been sent to bed for being saucy to one of the masters and is now in the infirmary. I found it necessary to chastise him yesterday, but he is just as fresh again today!

GROTON, JAN. 5, 1897

Two new boys have come to the School. Edwin Corning, whom you know, and a McCormick boy from Chicago.

I shall try to buy a share in a dark room, and if I can, I will get you to send on the chemicals.

[The McCormick boy grew up to publish the Chicago Tribune.—ED.]

GROTON, FEB. 18, 1897

My tail is better but the hard benches hurt it a little. I rub it with Arnica, but it is not easy.

GROTON, FEB. 19, 1897

The sled is perfectly lovely and I think it was very good of you to give it to me.

My toboggan smashed the first time I used it but Whitney may be able to mend it.

GROTON, MAR. 7, 1897

Please give me permission to go in a canoe as I would have to keep off the river until swimming time in June otherwise.

GROTON, MAY 7, 1897

I went to the river to see my canoe which came two days ago, and I think it is lovely. The colour is olive-green not dark-red as you ordered, but I like it almost better, & my name is painted in gold on each side of the bow.

It was a great surprise to me to hear that you are going to Paris. I have wanted to go there every year but this year you are going & I shall not be with you! Who carries the bags when I am not there!

GROTON, MAY 14, 1897

The only ball that I received, I nobly missed, and it landed biff! on my stomach, to the great annoyance of that intricate organ, and to the great delight of all present. The walls of my tummy caved in and a great panic ensued inside, similar to the Paris bonfire, only that a thunderbolt caused my catastrophe. Excuse all this tummy rot, but I have no larger change.

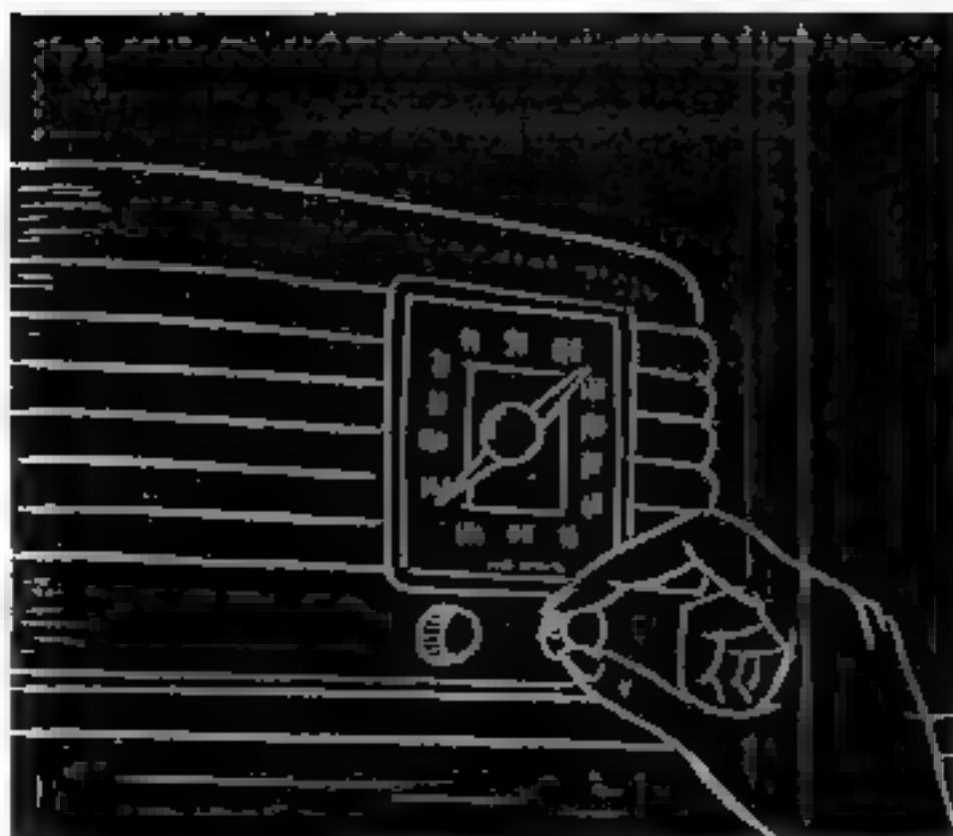
GROTON, NOV. 11, 1897

I hope your "musical" on Wednesday was a success and the prodigal son—no, I mean the prodigy Padyrewsky No. 2 did not make an ass of himself and that our piano is still intact. (it stood a good deal from me, but it might not stand the fine touch of a long-haired Polish Jew).

CONTINUED ON PAGE 132



TELEVISION? It's electricity all the way—from stage or stadium to the set in your living room.



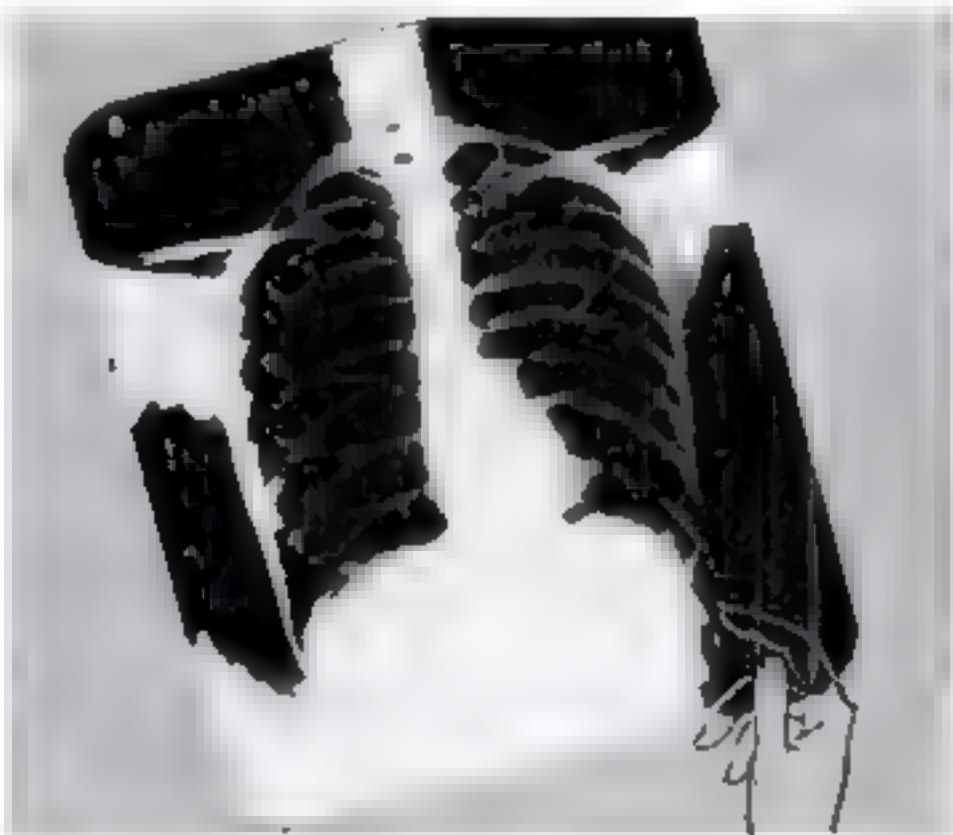
RADIO? No comedians, news, symphonies, dance bands, no "Hour of Charm," no radio—without electricity.



TELEPHONE? Electricity carries your voice along the wires and rings the bell at the other end.



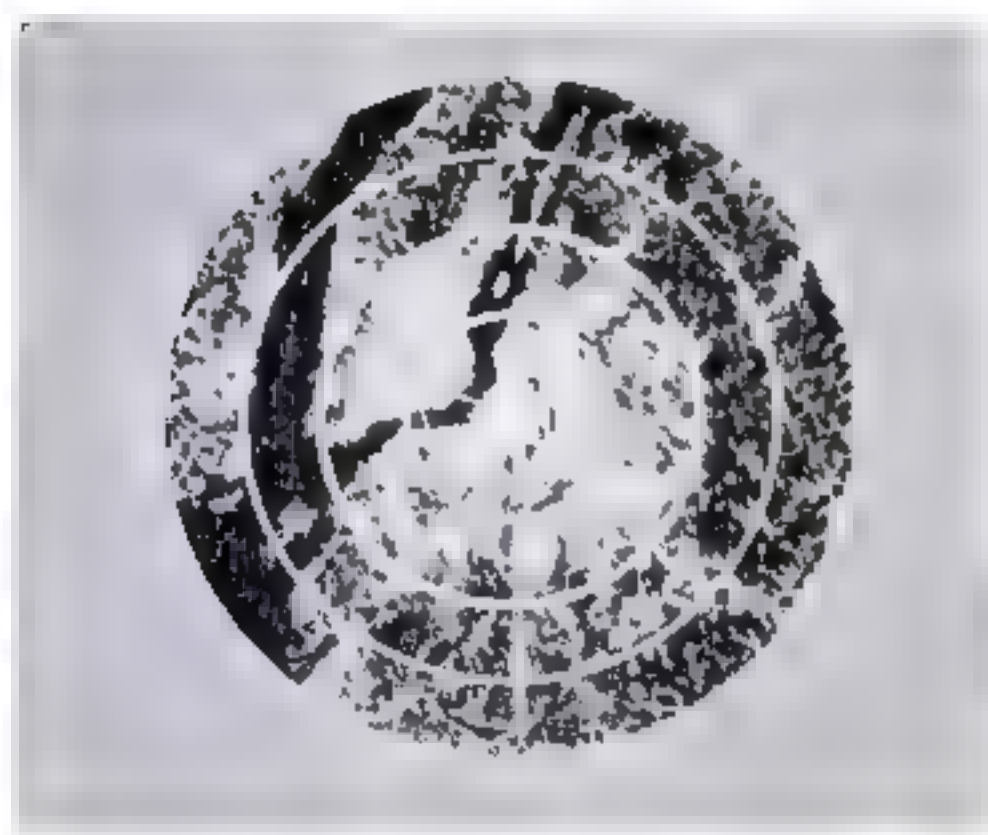
TROLLEY CARS? Horses pulled 'em once, but electric horsepower does a faster, better job.



X-RAY? The X-ray itself is actually a special kind of electricity—and that's no rib!



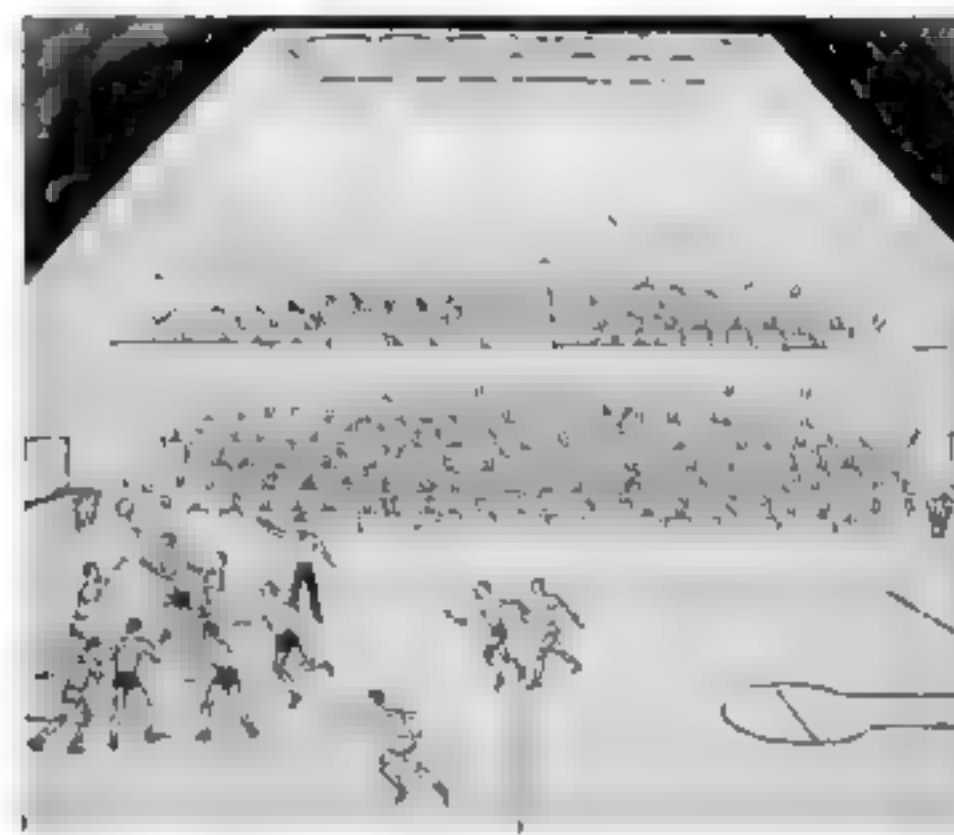
MOVIES? Electricity screens 'em, keeps 'em moving, makes 'em talk, and even keeps the customers cool.



RADAR? Only electricity can spot a field or a fleet through fog or clouds—and control a landing.



HOME APPLIANCES? Electricity makes 'em work—heats, cools, freezes, lights, cleans, entertains—and then some!



NIGHT SPORTS? No night basketball, football, baseball, hockey—without floods of electric lighting.

How many of these need electricity?

You're right. All these—and many other good things of modern life. That's one reason why, in a recent Gallup poll, Americans named electricity as the most important invention of all time. Another reason: good electric service is available to almost everybody at low cost.

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★Names on request from this magazine

ROOSEVELT LETTERS CONTINUED

GROTON, JAN. 17, 1898

You can never imagine how deeply grieved I was to hear that my darling Grandfather had passed away. I know you are heartbroken, but we must remember he has gone to a better place than this earth, and will be far happier there.

I only wish I could have been near you in our great trouble.

GROTON, FEB. 1, 1898

I have wanted Audubon's Journal ever since it came out and it is the nicest present you could possibly give me. I shall spend every moment on it, but I don't really think I could give such a lovely book to the Library as I should very much like to have it at home on my own ornithological book-shelf!

GROTON, OCT. 14, 1896

I should very much like a red *turtle* neck sweater for skating and coasting. You can get them at any dry-goods store; they are much warmer than other sweaters, on account of the double neck, they look like this.



TURTLE-NECK SWEATER drawn by Franklin to make point to mother.

GROTON, DEC. 4, 1898

I wish you would think up some decent partner for me for the N.Y. dance, to which I suppose I will be invited, so that I can get somebody early, and not get palmed off on some ice-cart like the (name deleted) girl!! Who do you think it would be nice to have at Hyde Park with the crowd? You had better send me a list first and I will try to add to it if necessary.

GROTON, MARCH 26, 1899

I was much surprised yesterday at getting your telegram and I had no idea that you would worry at not getting any letter for half a week. I wrote on Sunday, and did not post my letter till Thursday noon as I was very busy and had nothing to write about. I very seldom wrote more than twice a week last year so did not think you would worry if my Tuesday letter did not come.

GROTON, APRIL 28, 1899

I took my strength test and measurements this morning and succeeded in getting 565 in the test, where I was 452 last time in the autumn so you see I have gone up 113 points. Mr. Skarstrom was much pleased and said the improvement was very good especially in the shoulders & chest and stomach which is now relatively much smaller than my chest. My height sitting is relatively greater to my height standing than it was before, which is also a marked improvement. Old "cigar-stump" still swears that my heart is still weak, & I told him that he was a liar (not quite in those words). I had intended to row this spring & try for one of the crews, but he says I ought to give it up and I suppose it would be on the whole safer not to, so I shall do my best at base-ball & golf.

CAMBRIDGE, OCT. 31, 1900

Last night there was a grand torch-light Republican Parade of Harvard & the Mass. Instit. of Technology. We wore red caps & gowns & marched by classes into Boston & thro' all the principal streets, about 8 miles in all. The crowds to see it were huge all along the route & we were dead tired at the end.

[This parade was for the Republican ticket of McKinley and Cousin Theodore.—ED.]

CAMBRIDGE, NOV. 6, 1900

On Saturday, the Pennsylvania game was magnificent and altho' Harvard was not the favorite we won easily, 17-5. In the evening we all, that is about half the college went to the theatre, "The Monks of Malabar" and regularly "rough-housed" the play. They had to lower the curtain half a dozen times and missiles flew all over the place. After it was over, everyone went to the Hotels, I to the Touraine with 3 others, & 9/10 of Cambridge was "tight"! Lathrop & I remained sober as judges, but couldn't get a car back till 2 a.m!!!!

CONTINUED ON PAGE 124

REMARKS. Very good. He strikes me as an intelligent & practical scholar. a good boy.

J. Peabody

HEADMASTER PEABODY of Groton wrote this estimate of Franklin in 1896 on his first report card. Peabody took part in the Roosevelt wedding.



It's the Rage for her Age

This gay beret is one of many exciting new styles by Eagleknit. They're knit to fit and hold their shape. Made of 100% pure wool—and surprisingly inexpensive. If you have difficulty finding the style you want, write us. Eagle Knitting Mills, Milwaukee.

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The brilliant, exciting music of the screen's outstanding musicals is now yours to enjoy—in your own home—on M-G-M Records!...

And what records they are!...

They're exactly what you'd expect from M-G-M's unrivaled combination of entertainment experience... its superb stars... and its outstanding composers and conductors! Hearing's believing!

THE UNFINISHED DANCE

Conducted by Herbert Stothart, famed M-G-M musical director. Opening narrative by Walter Pidgeon. Specialty numbers by Danny Thomas. "The Unfinished Dance" album rings with colorful, modern arrangements of well-loved classics.

Album M-G-M 4. Four 10" records. List price \$3.75

TILL THE CLOUDS ROLL BY
June Allyson, Judy Garland, Kathryn Grayson, Lena Horne, Tony Martin, Virginia O'Brien and Caleb Peterson singing your favorite Jerome Kern melodies from one of M-G-M's outstanding musicals.

Album M-G-M 1. Four 10" records. List price \$3.75

SONG OF LOVE

(Available soon)
After seeing the great M-G-M picture, "Song of Love", you'll want to hear these wonderful melodies of Schumann, Brahms and Liszt again and again. Played by the brilliant, young pianist Menahem Pressler.

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M-G-M
THE GREATEST
NAME IN
ENTERTAINMENT
Records

You'll find a complete selection of M-G-M Records at better record dealers—everywhere.

Prices shown do not include Federal, State and Local Taxes.

WATCH OUT FOR BLEEDING GUMS! you may have GINGIVITIS



4 out of 5

May Get This Wicked Enemy Of Handsome Teeth and Firm Gums!

When you brush your teeth and your gums bleed—even a tiny bit—don't neglect this condition.

Because tender, bleeding gums are often some of the first signs of Gingivitis—a mild gum inflammation—but a decided enemy of firm, healthy gums and handsome teeth.

Neglect of Gingivitis often leads to dreaded Pyorrhea, which only your dentist can help. See him every 3 months. Then at home do this.

**Help Gums Be Firmer—
Teeth Naturally Bright**

Put some Forhan's Toothpaste on your fingertip and massage it on your gums. Do this every time you brush your teeth.

Forhan's is made especially for BOTH massaging gums to be firmer and for cleaning teeth to their lovely natural lustre and sparkle.

Even after the first time you use Forhan's—notice the difference. Your gums feel so invigorated. Your teeth look so clean. You'll like the tangy refreshing taste, too.

Forhan's costs no more than ordinary toothpastes. So buy a tube today. All drug, department and 10¢ stores.

NO HARSH ABRASIVES IN FORHAN'S!

use
Forhan's
with massage

FOR FIRMER GUMS—CLEANER TEETH

ROOSEVELT LETTERS CONTINUED



BOY PHOTOGRAPHER Roosevelt poses for a picture alongside of camera and tripod. He took many pictures at Groton, where photography was a hobby.

CAMBRIDGE, APRIL 20, 1901

The stroke of the second crew became ill & today I stroked the second crew. I am hoping & praying that he won't get well before the race as it would be glorious if I c'd stay on the 2nd & at stroke too. I have been in bed at 10:30 every night.

CAMBRIDGE, NOV. 18, 1901

I am very busy with a thesis for History 10 on the "Roosevelts in New Amsterdam." I have been in the library constantly looking up old records, but nothing much is to be found. Do please copy for me all the extracts in our old Dutch Bible & send them to me. Also the old brown genealogy which you have, a pamphlet, & any other records you have. I have ordered a beautiful frock coat, vest, & trousers for \$70. Horrible. I am broke.

CAMBRIDGE, MAY 19, 1902

After lunch I went to the dentist, and am now minus my front tooth. He cut it off very neatly and painlessly, took impressions of the root and space, and is having the porcelain tip baked. I hope to have it put on next Friday, and in the meantime I shall avoid all society, as I talk with a lisp and look like a thigh.

CAMBRIDGE, MAY 27, 1902

My tooth is no longer a dream, it is an accomplished fact. It was put in on Friday and is perfect in form, color, lustre, texture, etc. I feel like a new person and have already been proposed to by three girls. My best friends don't recognize me and say "Who is that handsome fellow?"

CAMBRIDGE, OCT. 8, 1902

My new job on the Crimson will get me into a great many things & there have been more newspaper articles about me which make me excessively "tired."

LONDON, AUG. 3, 1903

To my chagrin I discovered that today was one of those infernal Bank Holidays—the invention of the devil—so of course not a thing was open & I can't get mail or anything till tomorrow.

INTERLAKEN, SWITZERLAND, AUG. 12, 1903

As I knew the uncivilized English custom of never introducing people I had about three fits when we arrived & I got at once separated from Aline & her Father—but I walked up to the best looking dame in the bunch & said "howdy?" Things at once went like oil & I was soon having flirtations with three of the nobility at the same time. I had a walk with the hostesses' niece over the entire house which was really perfect in every way—I mean the house—although the walk wasn't bad—I will have to wait to tell you about it in person—again I mean the house. Then I inspected the gardens with another "chawmer" & ended up by jollyng the hostess herself all by her lonesome for ten minutes while a uniformed Lord stood by & never got in anything except an occasional "aw" or an "I sy." We stayed about an hour and I made about 15 bosom friends & got on so well with about 10 of these that I found out their names!

TIRED EYES LOVE EYE-GENE!



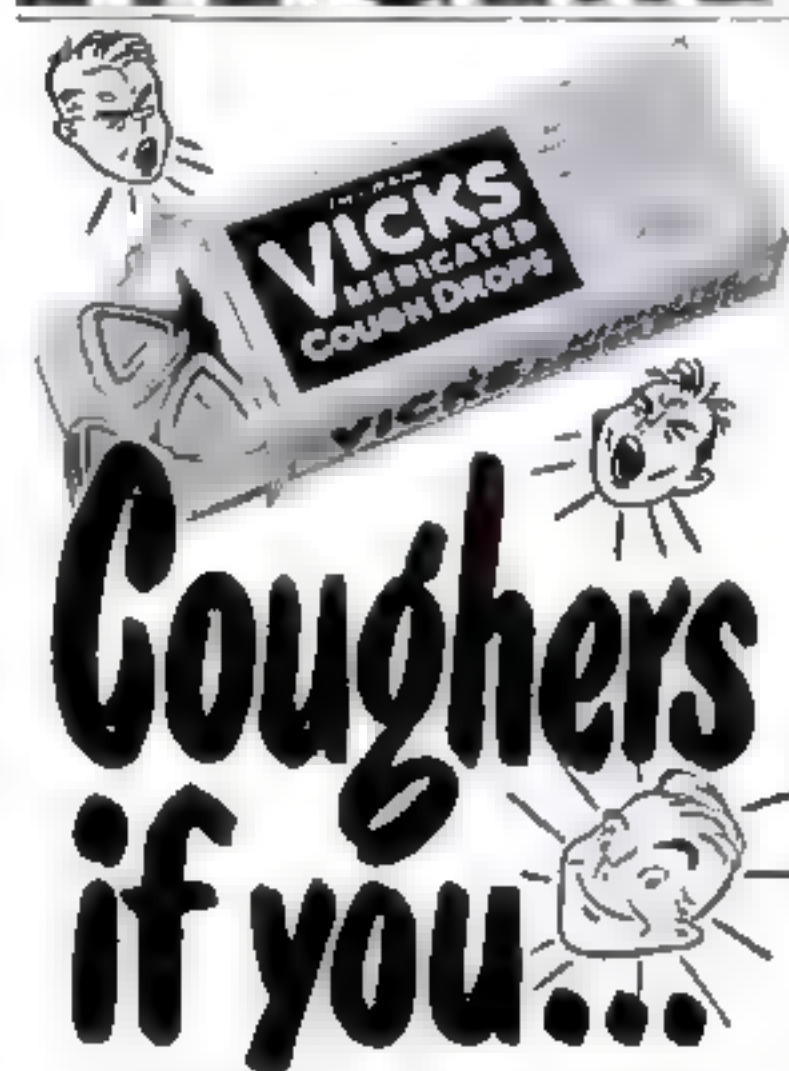
**YOU SEE, FEEL THE DIFFERENCE
EYE-GENE MAKES AT ONCE!**

Now, when your eyes are tired, weary, feeling strained or irritated from close work, glare, driving, over-indulgence, movies, late hours; or bloodshot from dust, smoke or wind—two drops of EYE-GENE will make a world of difference in how they feel, look—all in seconds!

You can use it as often as you like each day, because EYE-GENE is safe—gentle and harmless. Only EYE-GENE contains *Lezaiol*—the new, exclusive ingredient that makes it so wonderfully effective. 25¢, 60¢, \$1 in eye-dropper bottles at Druggists.



EYE-GENE



want relief from coughs, throat irritations, huskiness of colds, try a Vicks Medicated Cough Drop. Relief comes quickly because Vicks Cough Drops are medicated with throat-soothing ingredients of Vicks VapoRub. Try 'em!

Undies and Sleepers

Hi-Chair to Hi-School

Nazareth



check Skin Torment

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world famous, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35¢ trial bottle proves it, or your money back. Ask your druggist today for D. D. D. PRESCRIPTION.

CONTINUED ON PAGE 126



227,000-MILE YARDSTICK

Railroad progress speaks for itself. But it is not *measured* in talk.

It is measured by the exact yardstick of *results* ... results which show up in better service to the public by all American railroads—227,000 miles of them.

Results in better passenger service:

Railroads were the pioneers in air conditioning. Today practically every passenger car on principal runs is air conditioned. As far back as 1934, railroads introduced streamlined trains. And—although no passenger equipment could be built in the war years—today around 150 of these trains, sleek symbols of modern transportation, cover 100,000 miles every 24 hours. Many more are being built!

Results in more efficient freight service:

The amount of work done each day by the average freight car *practically doubled* between 1926 and 1946. And in the first five months of 1947 it was almost 10% more than in 1946! That's one important reason why railroads are able to handle the greatest peace-time traffic in history with fewer freight cars than they have had in many years!

Results in greater safety:

In 1946 collision, derailment, and other train accidents resulted in only one passenger fatality for each 996,000,000 miles traveled! (That's right—almost a *billion* miles!)

These facts are a matter of record. They are practical, down-to-earth yardsticks of railroad progress.

Railroad progress is the product of many minds ... of much planning ... of constant research ... of wide cooperation and the expenditure of billions of dollars. And in measuring progress, it's not promises but *results* that count.

TO CONTINUE THIS PROGRESS

... the railroads must earn an adequate income.

Over the last 25 years—and that includes the war years—the railroads have earned an average of only 3½% annually on their net investment.

Most people think 6% would be no more than fair.

And 6% is the minimum the railroads need to continue to provide the kind of transportation you want.

Association of American Railroads

WASHINGTON 6, D. C.

IS A
"Dead" PILLOW
robbing you of
SLEEPING COMFORT?

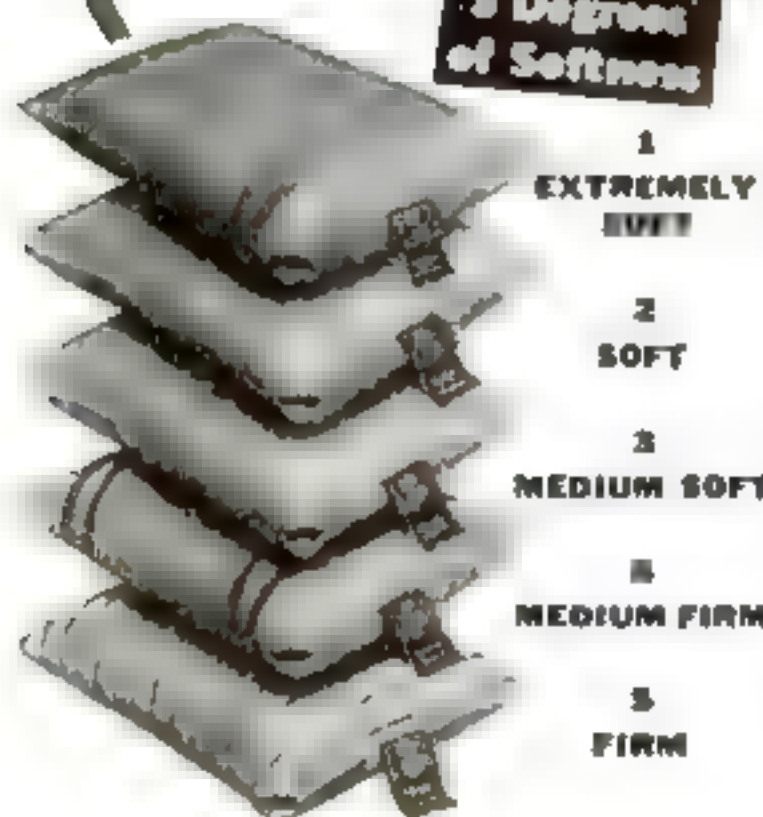


MAKE THIS SIMPLE TEST

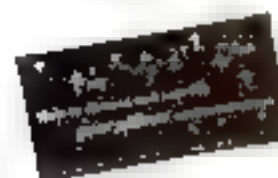
IT'S TRUE!... the blessing of unbroken sleeping comfort, relaxing rest, often depends on whether your pillow is buoyantly plump, and "alive" like the one at the left in the photograph above, or whether it sags and droops dejectedly—for then it is "dead." Test your own pillows one by one over hand or arm. When they fall limp and "lifeless," like the one on the right in the photograph, they're worthless. You'll be truly wise to replace them.

See the Amazing New
KOT-N-TOP
Personalized
PILLOW BY BURTON
Guaranteed
FOR FIVE YEARS

Made in
5 Degrees
of Softness



Want to see the most amazingly smooth, soft, utterly different pillow that you've ever rested your head upon? See the new KOT-N-TOP pillow by Burton with the exclusive "Soft Laminated Lining" which gives it a much more luxurious surface softness. Its down and feathers are IZOLIN processed for extra purity and full-plume softness. KOT-N-TOP pillows are offered in 5 degrees of softness... you can select precisely the degree of softness that you prefer. At better dealers everywhere.



FREE How available at dealers in a free booklet. How to Select and Care for Your Pillow and Comforters—write to Burton Dixie Corp., Dept. 107, 2024 South Racine Avenue, Chicago, Ill.

BETTER BEDDING BY **Burton**

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Kansas City • Detroit • Lansing • Memphis • Blackburg
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ROOSEVELT LETTERS CONTINUED

Sara Delano Roosevelt's feelings about her son's announced intention to marry Eleanor are first revealed in his letter of Dec. 4, 1903 (p. 128) in which he did his best to comfort his mother by assuring her that even marriage would not change the tender relationship between them. Nevertheless a year elapsed before the engagement was announced, and the wedding did not take place for a year and four months. Both Franklin and Eleanor, who addressed Sara as "Cousin Sally" in carefully worded letters, had to practice tact at all times in their relationship with Franklin's mother.

NEW YORK, DEC. 2, 1903

Dearest Cousin Sally:

I must write you & thank you for being so good to me yesterday. I know just how you feel & how hard it must be, but I do so want you to learn to love me a little. You must know that I will always try to do what you wish for I have grown to love you very dearly during the past summer.

It is impossible for me to tell you how I feel toward Franklin, I can only say that my one great wish is always to prove worthy of him.

I am counting the days to the 12th when I hope Franklin & you will both be here again & if there is anything which I can do for you you will write me, won't you?

With much love dear Cousin Sally,

Eleanor

CAMBRIDGE, DEC. 6, 1903

Dearest Mama:

... I am so glad ... that you are getting over the strangeness of it all—I knew you would and that you couldn't help feeling that not only I but you also are the luckiest & will always be the happiest people in the world in gaining anyone like E. to love & be loved by...

Ever your loving son

F.D.R.

CAMBRIDGE, JAN. 12, 1904

I wrote you last week and found the scribble in my pocket today—Positively I am the most intelligent man in Harvard without exception! Now I must confess—On Saturday I found I had no engagement & went to N.Y. on the 10 o'clock—E. & I had a quiet evening & went to Church together on Sunday—I lunched at the Parishes' & came on here again on the 3 o'clock getting here at 10, just in time to write my editorial.

NEW YORK, NOV. 29, 1904

My dear Mr. Peabody:

I think you will be rather surprised when I tell you that my engagement to my distant cousin Eleanor Roosevelt is about to come out. I know you will be glad for my great happiness and consider me a very fortunate man. I had intended going up to School the day after the Harvard-Yale game, but I got jaundice instead and couldn't move from home. I am at the Columbia Law School, trying to understand a little of the work and of course I am going to keep right on. We hope to be married some time in the late part of the winter and we both hope that you will be able to help us in the ceremony—it wouldn't be the same without you.

Always affectionately yours,

Franklin D. Roosevelt



ELEANOR AND FRANKLIN, their engagement about to become official after months of trying secrecy, pose for picture in 1904. Wedding was in 1905.



Want her to snuggle
close to you?
Then don't offend her
when you do.
Just chew B-Wise,
and then, "By Gum,"
She won't turn down
your kisses, chum!

FOR *Kissable Breath...*



REFRESHES THE BREATH...
AFTER ONIONS, ALCOHOL, TOBACCO

GUM PRODUCTS, INC.
East Boston 28, Massachusetts

WHEREVER YOU GO

*Someone is looking
at your legs...*





*M*OST OF THE IMPORTANT MEN IN AMERICA ARE
SPORTSMEN...AND MORE OF THEM READ *SPORTS AFIELD* THAN
ANY OTHER SPORTSMEN'S MAGAZINE.

GET YOUR COPY AT THE NEWSSTAND—TODAY!

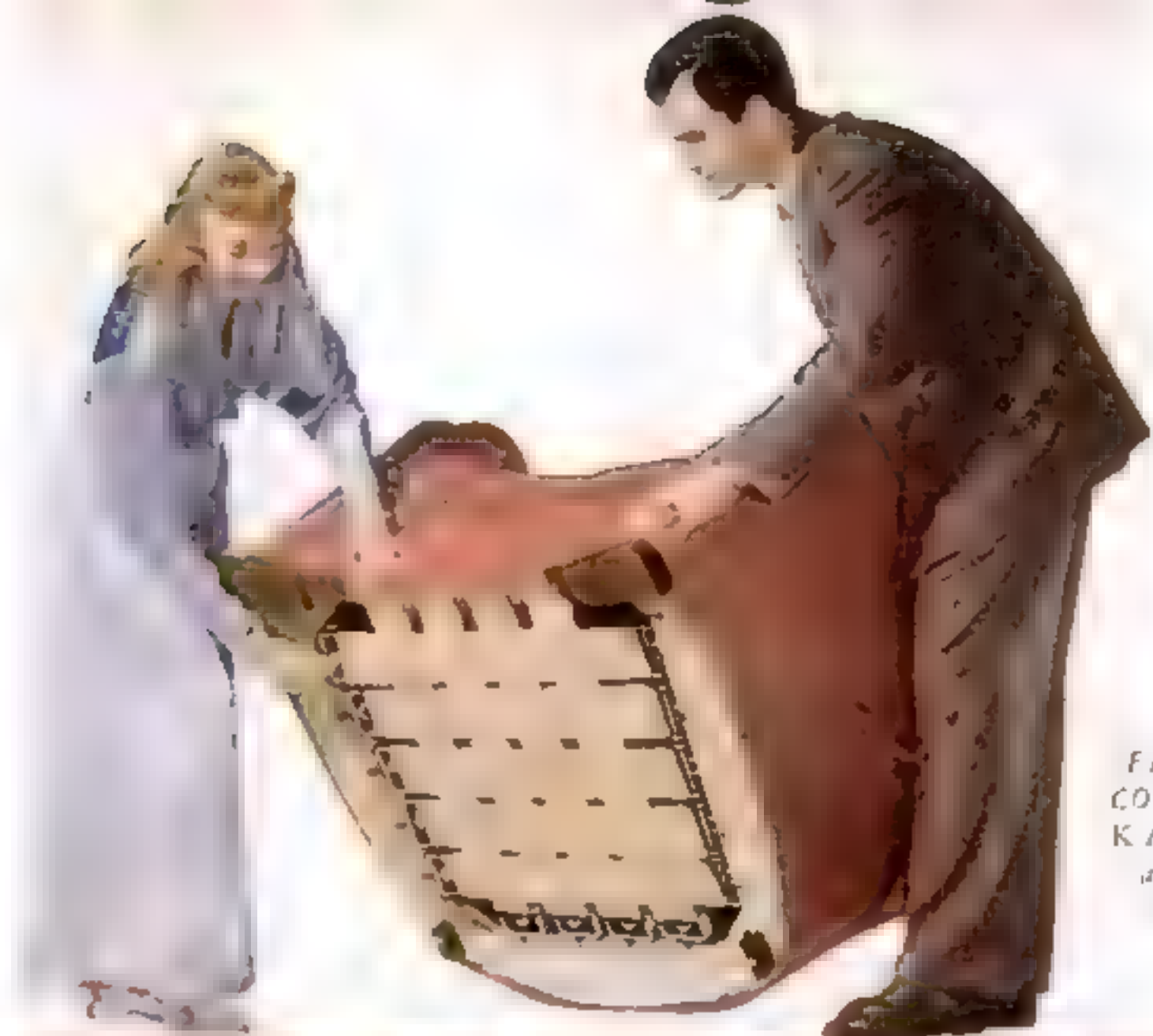
Turn it upside down

AND SEE HOW INTERNATIONAL

KANT SAG

FURNITURE

KEEPS FROM GROWING OLD



ENGINEERED
COMFORT with
KANT SAG
adjustable web
construction



COVER MATERIAL IS "MOSS TWIST" BY JOAN FABRIC

Even after years of wear, a turn of the key restores original comfort

Let the children romp. Give your elegant new International Kant Sag furniture hard use! You needn't mind a moment . . . because Kant Sag construction will keep it as comfortable and inviting as the day you brought it home.

Kant Sag's secret is in its adjustable webbing—the resilient base on which the springs rest. It's a patented feature which only International can offer you!

Ask to see Kant Sag at better furniture and department stores. Sit in it. Test its unique "engineered comfort." Turn it upside down. Examine carefully Kant Sag's five year unconditional guarantee—the only guarantee now available for upholstered furniture!

Then, look at Kant Sag's surprisingly modest price. You'll say, "This is the furniture I've dreamed of . . . and I'm glad I waited for it."



Just turn the handy key, and give yourself the seat comfort you prefer!



Patented Kant Sag construction is only one of the many exclusive features which make moderately priced International furniture America's best value today.

INTERNATIONAL FURNITURE COMPANY

Makers of living room furniture with Kant Sag and Sturdilux constructions

EXECUTIVE OFFICES: 666 Lake Shore Drive, Chicago

Write us for the name of your nearest Kant Sag dealer

FACTORIES AT: Rushville, Ind. • Montoursville, Pa. • Cornelia, Ga. • Madison, Ga. • Bryan, Tex. • Jacksonville, Tex.



JEAN GABIN WAS FRENCH HERO



HENRY FONDA PLAYS U.S. HERO



LOVESICK MURDERER WAITS FOR DAWN IN A BULLET-SCARRED FURNISHED ROOM, BESIEGED BY A NIGHT WATCH OF POLICE

MOVIE OF THE WEEK:

The Long Night

A fine French film is remade in Hollywood only to have its powerful plot flawed by U.S. censorship

One of the better French movies was *Le Jour Se Lève*, called *Daybreak* when shown in the U.S. in 1940. RKO has now made an American version of *Daybreak* and retitled it *The Long Night*. A comparison of original and facsimile makes a rather sad comment on Hollywood commercialism and the stultifying institution of movie censorship.

Daybreak and *The Long Night* both have as hero a slow-witted factory worker whose romance with a nice, naive girl is coming along fine until an unctuous magician materializes to claim, falsely, that he is the girl's father. In the French plot magician and girl become lovers. Disgusted by what he thinks is an incestuous relationship, hero kills magician and shoots it out with police, ultimately welcoming death because his life has been completely ruined. In the Hollywood plot there is no thought of incest and the magician

hardly lays a hand on the girl. He is murdered anyway. Afterward it looks as though the hero, who did the killing, will get off with a manslaughter rap and the girl will wait for him.

Thus, because anything to do with incest is banned from U.S. films by censors and because Hollywood considers sad endings unprofitable, a moving and mature tragedy has been remade into melodramatic goulash. At this reduced level *The Long Night* is fairly effective, however, with a properly grubby atmosphere and some exciting crowd scenes. Only one leading role is really well handled. Henry Fonda gives his usual imitation of Neanderthal man as the hero and Vincent Price is much too only a villain, but stage-trained Barbara Bel Geddes is an enchanting ingénue—so good, in fact, that another picture or two will almost certainly make her one of the biggest stars in the business.



Gems of AMERICAN FORESTRY



Clean, sharp patterns in the warm tones of the forest at its Indian summer peak. This exclusive Cheney series comes in twelve printed and twelve woven patterns, each in six color combinations.

Cheney-woven of rayon, Cheney-printed, the Forestry group is available at better stores everywhere. \$1.50 ea.

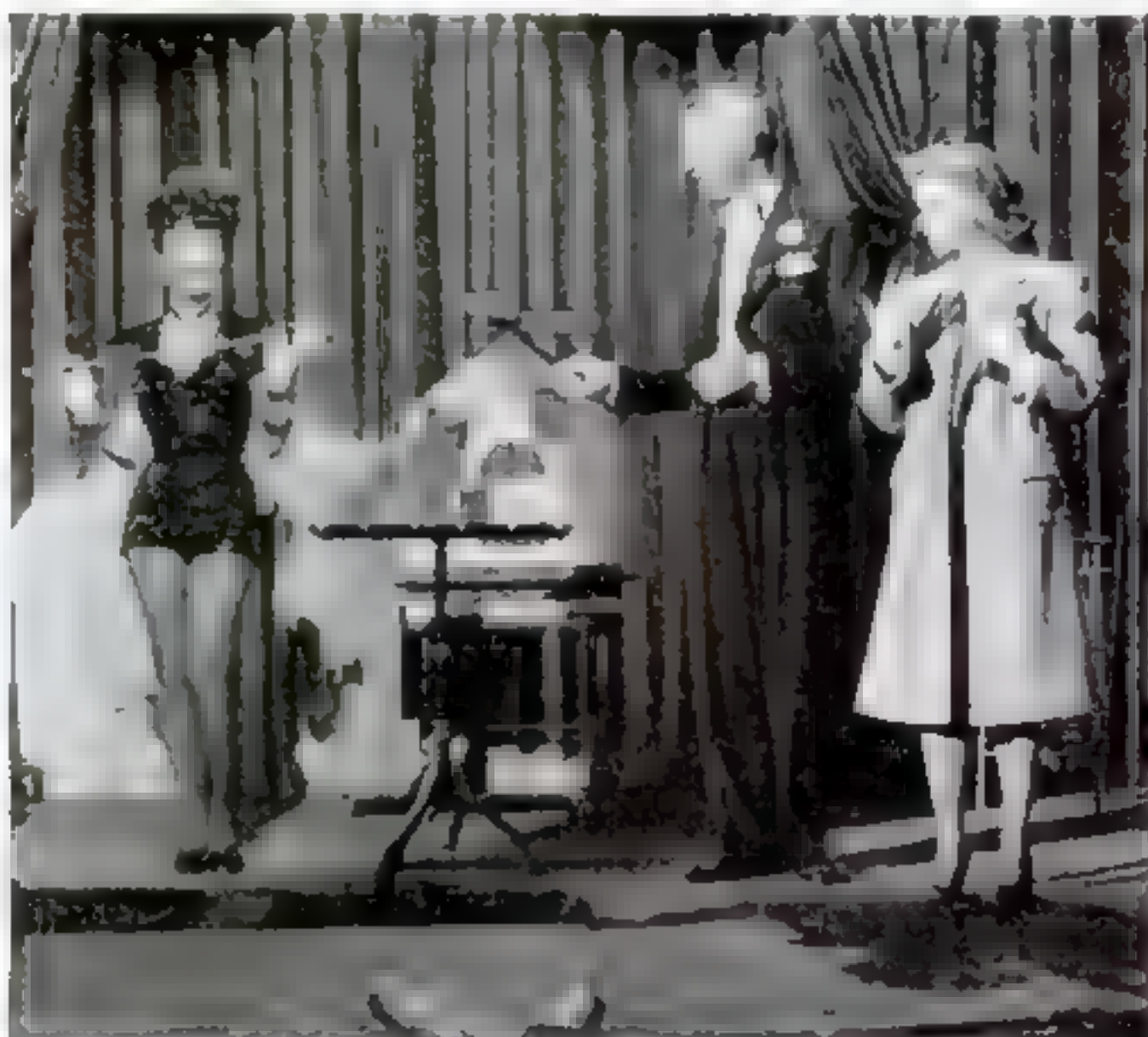
For the name of your nearest dealer, write Department L, Cheney Brothers, 350 Fifth Avenue, New York 1, N. Y.



"The Long Night" CONTINUED



THE LOVERS (Henry Fonda and Barbara Bel Geddes) meet in a smoky steel town. He is an ex-soldier and she is an orphan naive enough to trust all men.



THE VILLAIN is Maximilian (Vincent Price), a magician who infatuates the girl. He claims to be the girl's father and tells fiance to stay away from her.



ON THE REBOUND the boy turns to Maximilian's helper (Ann Dvorak). He learns the "father" story is false, concludes that his girl must love the magician.

CONTINUED ON PAGE 142

GREAT TO HEAR BETTER LONGER!

Say Users of "Eveready" "Mini-Max" Hearing Aid Batteries!

● Get more full-volume operation when and as you need it...replace batteries less frequently...with flat-cell "Eveready" batteries. There's no waste space inside...more power-making material!

Ounce for ounce, the greatest energy producers...size for size, the most compact...penny for penny, the most economical, "Eveready" "Mini-Max" batteries give you more service! Get them from your hearing aid dealer!

EVEREADY
TRADE-MARK
MINI-MAX

HEARING AID BATTERIES

FREE! New book-let "Progress Toward Better Hearing," Write Dept. L-43.

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.

GIVE YOURSELF A LIFT



RICH IN DEXTROSE

O-SO GRAPE CO., 134 So. LaSalle St., Chicago 3, Ill.

CANDY'S DANDY...



KEEP IT HANDY!

Available on Candy at the National Confectionery Association
One North LaSalle St., Chicago 2, Illinois

HOME-TIES

Clothes Lines Are Stronger!

Buy No. 125 for Indoor lines, jump rope, awnings. Guaranteed strength! At leading 10¢ stores everywhere.

JANUARY & WOOD CO., Mayville, Ky.





**“you know what cleanliness means to a housewife
...I want my fountain drinks in *DIXIE CUPS***

“I’m no fussier than the average woman. But I do appreciate real cleanliness.

Dixie Cups are used but once. They touch no lips but mine. And because

I know the cup is clean, my mind is at ease, and the drinks taste even better.”

“Dixie”
is a registered trade mark
of the Dixie Cup Company

**Take the
quickest
way**



**to
find
what
you
want...**

Use the
YELLOW PAGES
of your
Telephone Directory



MURDER is touched off when Maximilian in an Iago-like attempt to stir up trouble, boasts deceitfully that the girl has become his mistress. In a frenzy of rage and anguish the hero shoots him before he can explain it was all a lie.



SURRENDER follows a long night of terror during which the miserable murderer stands off police singlehanded in his room. He gives up only because his girl pleads with him through the locked door and swears that she loves him.

That's putting it MILDLY!



I discovered a new world! So what?
For Philip Morris discovered a new
world of smoking coolness in—

Country Doctor Pipe Mixture

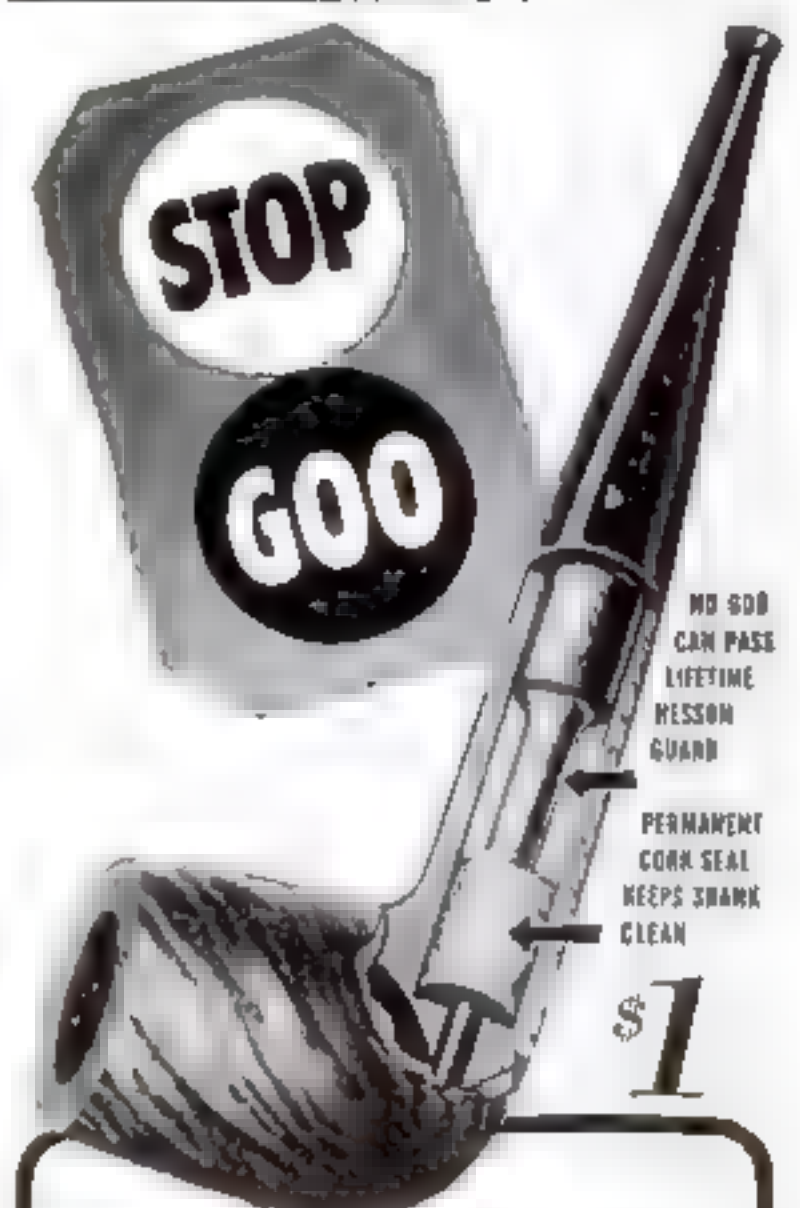
The Pipeline to Perfection!
Exotic realm in rare tobaccos. A very
happy blend of fragrance, mellowness.



The Pipe Smoker's
**ECONOMY
-LUXURY**
25
Pleasureful
Pipeful for
25¢

TRY IT TODAY!

If your dealer doesn't have it—write Philip Morris & Co.,
Ltd., Inc., Dept. G 28, 118 Fifth Avenue, New York



Try this **HANDKERCHIEF TEST**



It proves shank **SPOTLESS AND
FREE FROM "GOO"** no matter how
often you smoke your pipe

Wm. DEMUTH & CO., INC., N. Y. 23

MILANO
WITH HESSON GUARD

NOW! SIMMONS PRESENTS THE BABYBEAUTY CRIB MATTRESS!

**NEW! THE FIRST "CERTIFIED"
POSTURE-PROTECTING CRIB MATTRESS
only \$16.75**

(Price slightly higher west of the Rockies)

HERE at last is a crib mattress *scientifically designed* for children. . . .

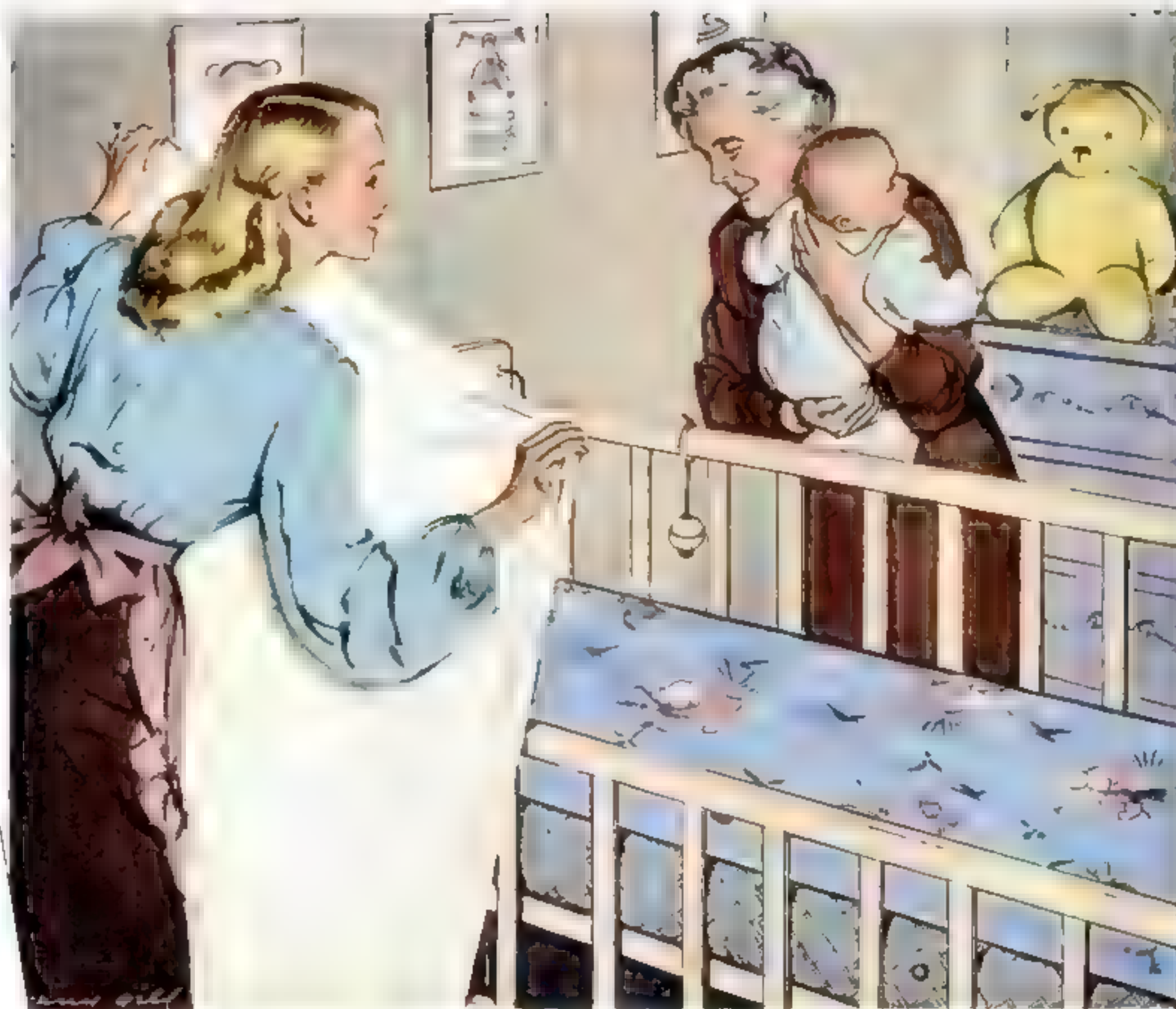
—not just another adult mattress in cut-down size!

It's the new Babybeauty by Simmons—so perfectly constructed for *posture protection* it received the approval of 9 out of 12 baby doctors who made a special "crib mattress comparison study."

AND . . . EQUALLY IMPORTANT . . . Babybeauty is certified as the *firmest, most resilient, and best-made* crib mattress, in test No. 72460 made by the United States Testing Co., Inc., Laboratories!

Remember, the first few years of your child's life will be spent in his crib—on a mattress. That's why the *right kind of mattress* is all important to his *health and growth!*

So give your child the very *finest* crib mattress Simmons has ever made—the Babybeauty! See it at your dealer's today!



**Only Babybeauty
offers all these
advantages!**



1. First Choice of baby doctors! In a special comparison test, 9 out of 12 baby doctors chose Babybeauty as *best for sleeping comfort, best for posture protection!*



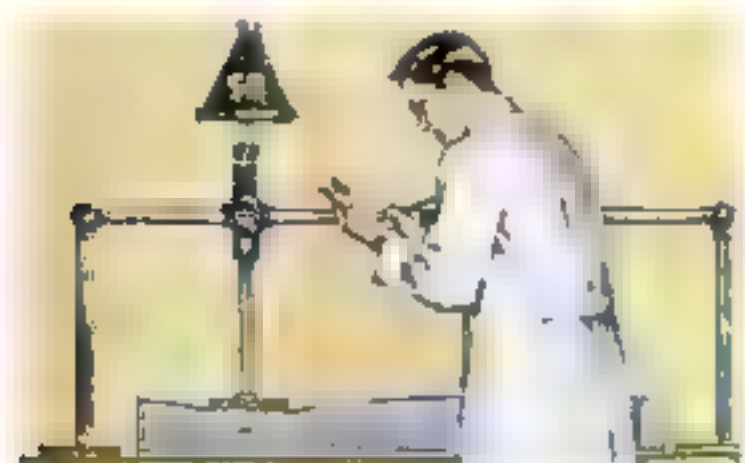
2. Protects your baby's back! Babybeauty's surface is tightly tufted! Even after years of use, its "Perma-Posture" inner padding will stay *flat, level, free from hollows.*



3. Sanitary—you can wash it! Many crib mattresses are merely water-repellent. But Babybeauty is *washable* too! Its "Slumber Seal" cover won't crack or peel!



4. 70 coil springs—scientifically balanced! These are "baby weight"—not ordinary mattress springs! Simmons designed this mattress *especially* for your baby's weight.



5. Firmer! In official test No. 72460 made by the United States Testing Co., Inc., Babybeauty was *firmer* than any other crib mattress tested!



6. Compare! Other crib mattresses may offer *some* of the advantages of Babybeauty—but no other mattress offers *all!* Babybeauty's approved by *Parents' Magazine*, too!

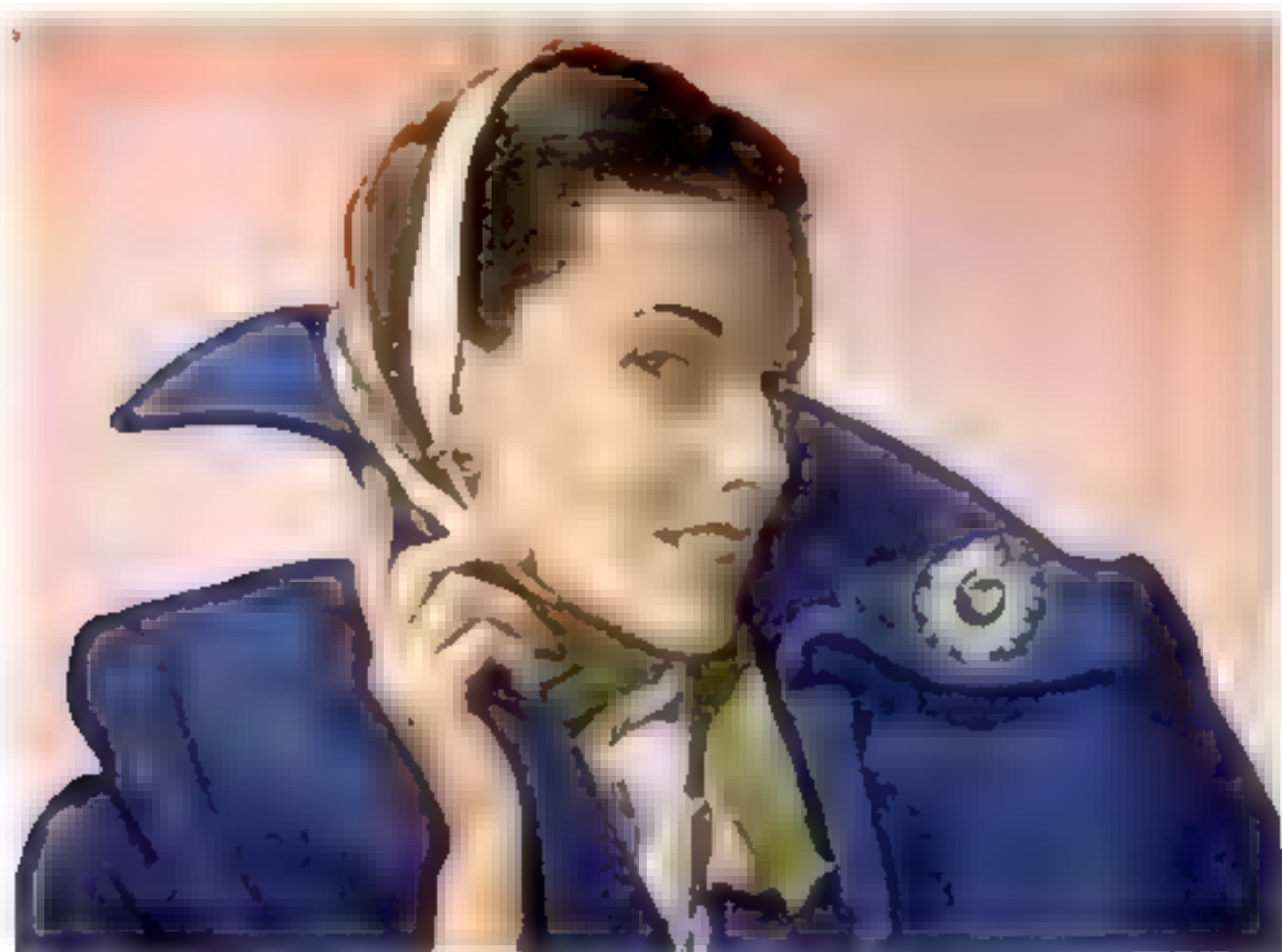
BABYBEAUTY* by SIMMONS

MAKERS OF THE FAMOUS BEAUTYREST MATTRESS, OTHER FINE-QUALITY
BEDDING, AND THE WORLD'S ONLY ELECTRONIC BLANKET



*REG. U. S. PATENT OFFICE
© 1947, SIMMONS CO., MOSE, MART, CHICAGO, ILL.

MEN LIKE...



the smart good looks...

and the fine construction...

of *ESQUIRE* SOCKS!



Ask for Esquire Socks, gentlemen—and you'll get:

Extra-good looks—Esquire's colors and patterns are designed by the country's leading sock stylists in our Fifth Avenue Fashion Laboratory. *Esquire Socks are the smartest thing on two feet!*

Extra-fine construction—Esquires are constructed with exclusive Multi-Ply (reinforced) heels and toes. They're *pretested 5 ways for added wear*. Wonderful values at 50¢, up. Ask for 'em today at your favorite store!

ESQUIRE SOCKS —by the world's biggest maker of men's socks.



IN LAS FRITAS NIGHTCLUB, DANCERS CLARA AND ALBERTO RENDER TRADITIONAL CUBAN FOLK DANCE CALLED "SHOEING THE MARE"

CUBA'S TIN PAN ALLEY

From Havana's shabbiest cabarets and voodoo lodges pours an endless flood of sultry rhythms, which are danced to all over the world

by WINTHROP SARGEANT

IN 1930, on the heels of the stock-market crash, a wailing, bombilating Cuban tune called *The Peanut Vendor* hit Broadway and set America's feet and hips squirming in the intricacies of a new dance—the rumba. The significance of this event in the history of U.S. mores at first seemed slight. Prognosticators noted the trend, attributed it to depression-frayed nerves and gave it a year or so to peter out. But in the course of a decade the rumba had not only shown that it was here to stay, it had become the basis of a huge American industry. Latin-American dance bands equipped with maracas and bongos elbowed U.S. jazz

bands in nightclubs and ballrooms from New York to San Francisco. Rumba specialists like Xavier Cugat made fortunes in Afro-Latin rhythm. In one year (1946) Americans paid Arthur Murray nearly \$14 million to teach them the dance. Rumba enthusiasts still account for more than 60% of his enormous business.

The Peanut Vendor, which started it all, was followed by a steady stream of similar Cuban song hits, which began nosing the conventional American fox trots from their top positions on Tin Pan Alley's best-seller lists. Small Cuban farmers neglected sugar cane and tobacco to raise gourds that could be manufac-

tured into maracas. Music began to rival sugar, cigars and rum as one of Cuba's leading exports, and the American man in the street, buying it in vast quantities every time he got near a juke box, became its leading consumer. Of all the popular music played today over the U.S. air waves, on juke boxes and in Hollywood movies, approximately 20% is Latin-American, and nearly all of that 20% comes from the small island of Cuba.

Though Cubans are gratified by this increasing demand, they are quick to point out that there is nothing new about their trade in musical exports. Economically Cuba may be just another

He'll never forget those warm, wild lips...the Golden Earrings...



...and the heart-pounding adventures they plunged him into...



...And neither will you!



Paramount presents

RAY MILLAND MARLENE DIETRICH in "Golden Earrings"

with
MURVYN VYE • BRUCE LESTER
REINHOLD SCHUNZEL • DENNIS HOEY
QUENTIN REYNOLDS

A
MITCHELL LEISEN

PRODUCTION

Directed by
MITCHELL LEISEN



SONGS ARE OFTEN BORN in cheap cabarets where native musicians in pickup bands knock out melodies which spread all over Havana in a few weeks.

CUBA'S TIN PAN ALLEY CONTINUED

so-called banana republic. Politically it may be a hotbed of tropical instability. But musically it has rivaled New York as the popular musical capital of the Western Hemisphere for nearly a hundred years. Little Cuba's amazing influence on the world's popular music started in the early 19th Century when an itinerant Spaniard named Sebastián Yradier settled in Havana, listened to the languid, cajoling tunes of the natives and wrote a tune called *El Areglito*. *El Areglito* became the first habanera. Imported to Spain, the habanera became a standard feature of Spanish folk music, and a generation later Georges Bizet wrote one that wound up as the most popular tune in France's most popular opera, *Carmen*. Yradier followed up *El Areglito* with the old Cuban favorite *La Paloma*, which was commissioned by Mexico's Emperor Maximilian and has served as a model for Latin-American tunes for three generations. Somewhere in the 19th Century, according to scholars, Cubans also invented the tango, which they exported to Argentina, giving the Argentinians what has since become their most characteristic form of national folk music. The rumba and the conga came later. But these are merely the most notable of Cuba's recent musical contributions to the world. For home consumption Cubans produce a clattering assortment of *sones*, *guarachas*, *danzóns*, *puntos* and *boleros* that still keep the hot Havana nights in a continuous uproar of melody. The curious thing about all this Cuban music is that there is nothing generically Cuban about it. Its music is written and played in a hybrid musical language that is part Spanish and part African Negro. Its melodies usually echo the sultry songs that were brought to Cuba from Latin and Moorish Spain. Its rhythms are descended from the tom-tom beats of the African jungle.

It thrives on bullets and marijuana

UNLIKE sugar and tobacco Cuban music is raised in the streets of Havana by a swarming, polyglot underworld that sings, drinks and starves with impartial exuberance. It grows in brothels, taxi-dance halls and clandestine voodoo lodges which upper-class Cubans persist in regarding darkly as temples of human sacrifice. Many of its tunes are created on borrowed pianos, some of them by bullet-scarred, marijuana-smoking characters who sell them for the price of a swig of rum. They are tried out in the ramshackle cabarets of Las Fritas, a street of Coney Islandlike concessions at nearby La Playa, where Havana's Negroes spend their nights out. From Las Fritas these tunes sweep into downtown Havana, where their whacking, clattering accompaniments are toned down for the tourist trade in expensive cabarets like the Chanfan and the Faraon. With luck and promotion by the music publishers of Havana's chaotic Tin Pan Alley, they may reach the ears of American bandleaders and catapult their authors into international fame. More often, however, they lose themselves in the seething uproar of Havana's night life, sinking downward

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Scotch
as the
Pipes

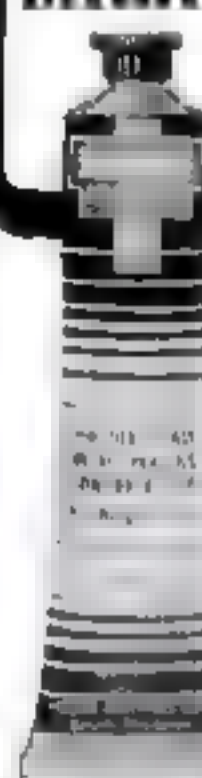


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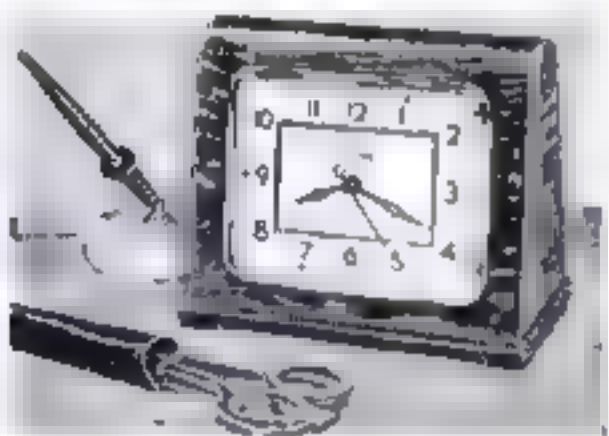
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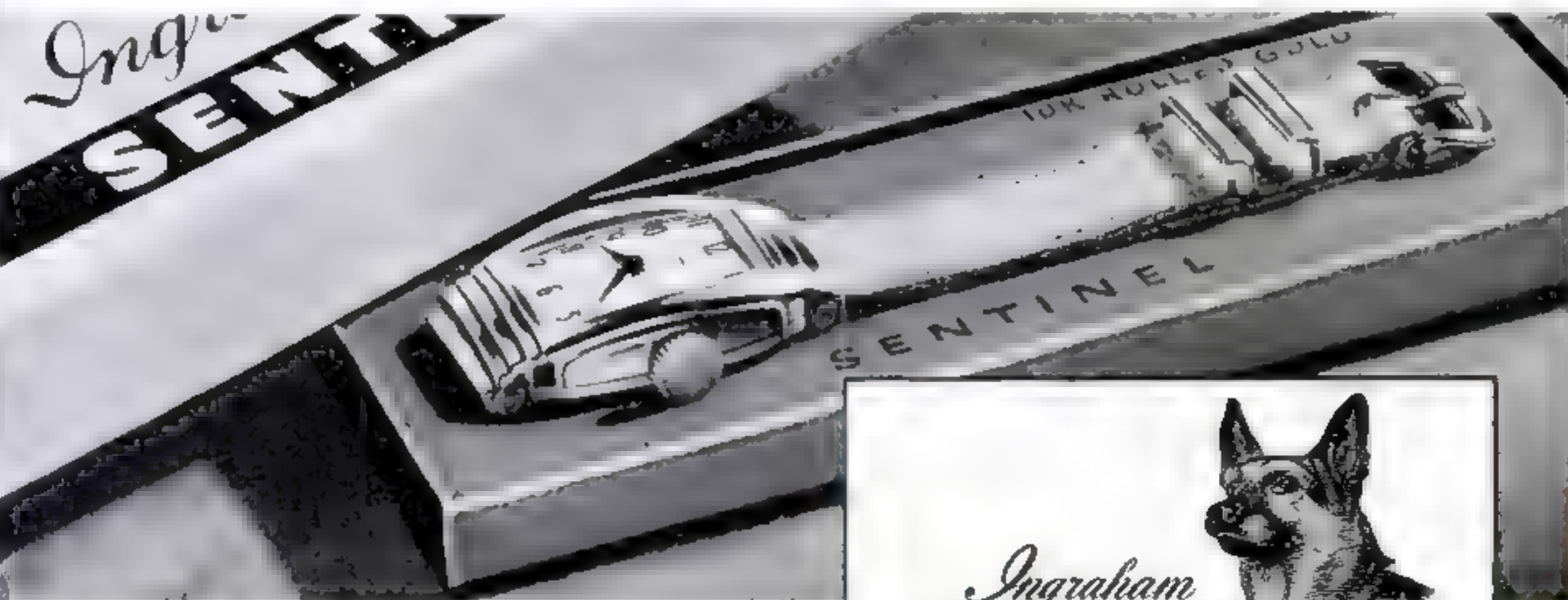
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Quick MENTHOLATUM

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to the wives
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FOUR BASIC INSTRUMENTS in native bands are: *pico*, which resembles a crude cowbell; *bongo*, a wooden drum with a goatskin head; *maracas*, gourd or other containers with handles which are shaken like rattles; *guiro*, a gourd or cow horn with ridges which emits a rasping noise when scraped with a stick.

CUBA'S TIN PAN ALLEY CONTINUED

like Havana's prostitutes, from high-class nightclubs to 6¢ creep joints, and die out, making room for younger and fresher tunes.

At Las Fritas one of the more recent hits is a jumpy little tune known as *Penicilina* (*Penicillin*), which celebrates the curative properties of what, in free and easy Havana, is a particularly useful drug. *Penicilina*'s words automatically preclude widespread international popularity:

I carry you from limb to limb
As Tarzan carries beautiful Juana,
Because I took *penicilina* and cured myself.
Try it and you will find out.

CHORUS:

What is this, what is this?
How bad I feel.

To him who is lovesick, I say;
To him who is lovesick, I say
That *penicilina* can cure you.
Try it and you will see.

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Penicilina has several other versions, the most popular of which has no words at all and is sung with flashing eyes and uncontrollable hips to the illuminating text: "Bum-bum, bum, bum-bum, bum." Its repetitious six-note melody is underpinned with a thumping, rattling accompaniment that sounds like the forcible destruction of a warehouse full of cutlery. Invited to make a recording of it, its author, a genial Negro named Abelardo Valdes, embarrassedly included a stanza of Mendelssohn's *Wedding March* to fill it out to standard disk length. Its local popularity finally achieved such proportions that Valdes was moved to turn out a second ditty called *Sulfatasol*. "My friends," he announced triumphantly, "tell me I should open a drugstore."

The object is not money

PENICILINA" was obviously not written with a canny eye toward U.S. commercial possibilities. The prevalence of tunes of its type causes the more enterprising of Cuba's music publishers to throw up their hands in horror. Although the better-known Cuban composers have an organization like America's ASCAP, the lamentable fact is that the balance of Havana's exuberant songwriting industry is carried on not for money but for fun by its obscure and impoverished composers. Various attempts to organize them on a sensible, businesslike basis have ended in abject failure.

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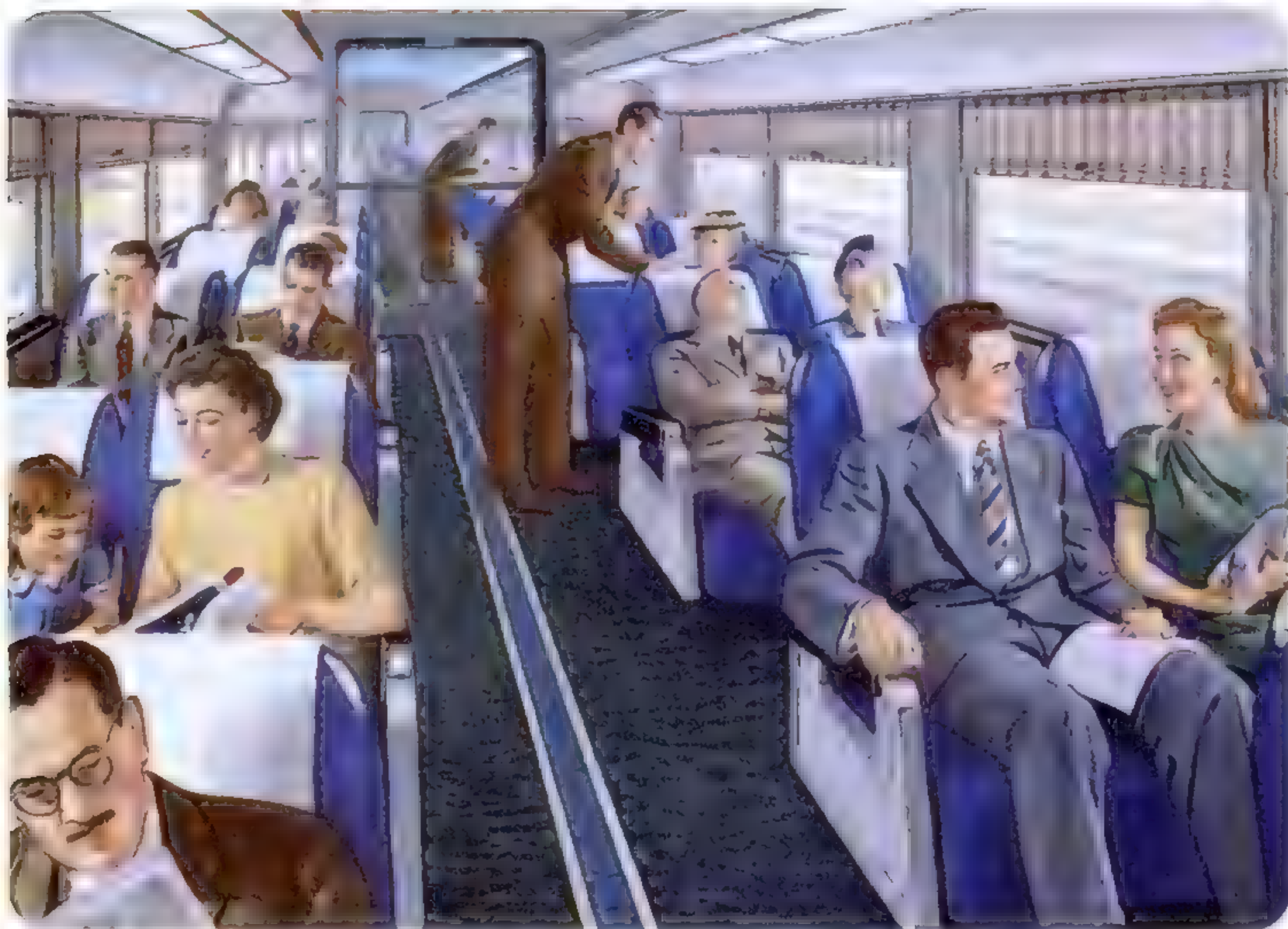


TIGERBRIGHT—bright, burning color . . . in *Follow-Me*, softly simple shoe with provocative "Follow-Me, Lad" streamers. Matching *Turnabout Bag*, \$10.95 plus tax. Both also in Wild Rice, Cocoa, Grey, Wintergreen and Black sueded Ruffglove leather. (No mail orders, please. Write, we'll tell you where.) The shoes —

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LIBERTY LIMITED
Premier train
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at Low Coach Fares



EXTRA LARGE WASHROOMS



EASY-OPENING DOORS





CHANO POZO scans one of his hits. Last year he assaulted his publisher for refusing him \$1,000 to help buy a car and got four bullets in his stomach.

CUBA'S TIN PAN ALLEY CONTINUED

Such efforts at economic betterment as have occurred amid the prevailing aura of marijuana and indigence have been sporadic and highly individualistic. One of these erupted last year when a big, flashily dressed Negro named Chano Pozo became obsessed with a hunger for a new Buick convertible. Pozo, whose masterpiece was a ditty called *El Pin Pin*, had achieved some fame on the side as a dancer and a player of the big African conga drum. He approached his publisher, one Ernesto Roca, and demanded an extra thousand dollars as an advance on a new song. Roca refused and Chano Pozo assaulted him. Like all prudent Havana music publishers, Roca had an armed bodyguard who promptly pumped four bullets into Chano Pozo's midriff. Slightly inconvenienced, Pozo spent two weeks in a hospital, recovered and managed a down payment on the Buick without Roca's help. A few months later Pozo courted death again, this time as the breakneck driver of his new Buick. The Buick was wrecked, but Pozo escaped. He is still the toast of Havana's nightclubs and radio stations.

The homicidal musical limbo of Havana floats somewhat indeterminately between two other worlds. One is the heaven of international success, money, New York nightclubs and Hollywood fame to which good Cubans sometimes go in spite of themselves. The other is the underworld of African Cuba. And African Cuba is both musically and spiritually an outpost of a jungle civilization whose headquarters are still near the Niger and Congo rivers across the Atlantic. In this underworld African tribal dialects mingle curiously with mangled Spanish. Even today old Negroes are to be found in Cuba who regard themselves as temporary exiles and who, when asked their nationality, describe themselves not as Cubans but as transplanted Yorubas, or Ararás. Their tribal organizations, complete with religious rituals, music, medicine and magic, are a mild source of worry to the Cuban authorities, who regard them as a potential political menace. Under the dictatorship of Machado, which ended in 1933, satirical political ditties from the jungle caused frequent unrest, and more than one Negro songwriter disappeared with a price on his head.

Its rhythm comes from African jungles

TWENTY percent of the Cuban population is African, and much of the male portion of that percentage is affiliated with a vague organization known to Cubans as Los Nañigos, which has existed ever since colonial times. Upper-class Cubans sometimes frighten their children by telling them the Nañigos will get them if they are not good. The Cuban police keep Nañigo tribal rituals under surveillance and are ready to pounce the minute there is a change from harmless voodoo to political agitation. Once a year, at carnival time, the Nañigos come into the open as the big event of the Cuban *comparsas*. Their value as a tourist attraction is undeniable. For five successive Saturday nights the streets of Havana stream with joyous throngs of fantastically costumed Negroes, prancing along to drumming and chanting that sounds as though it came straight from the heart of Africa. But when the *comparsas* are over the Nañigos go back to their slums and farms. The big conga drum, which occasionally makes its appearance during the

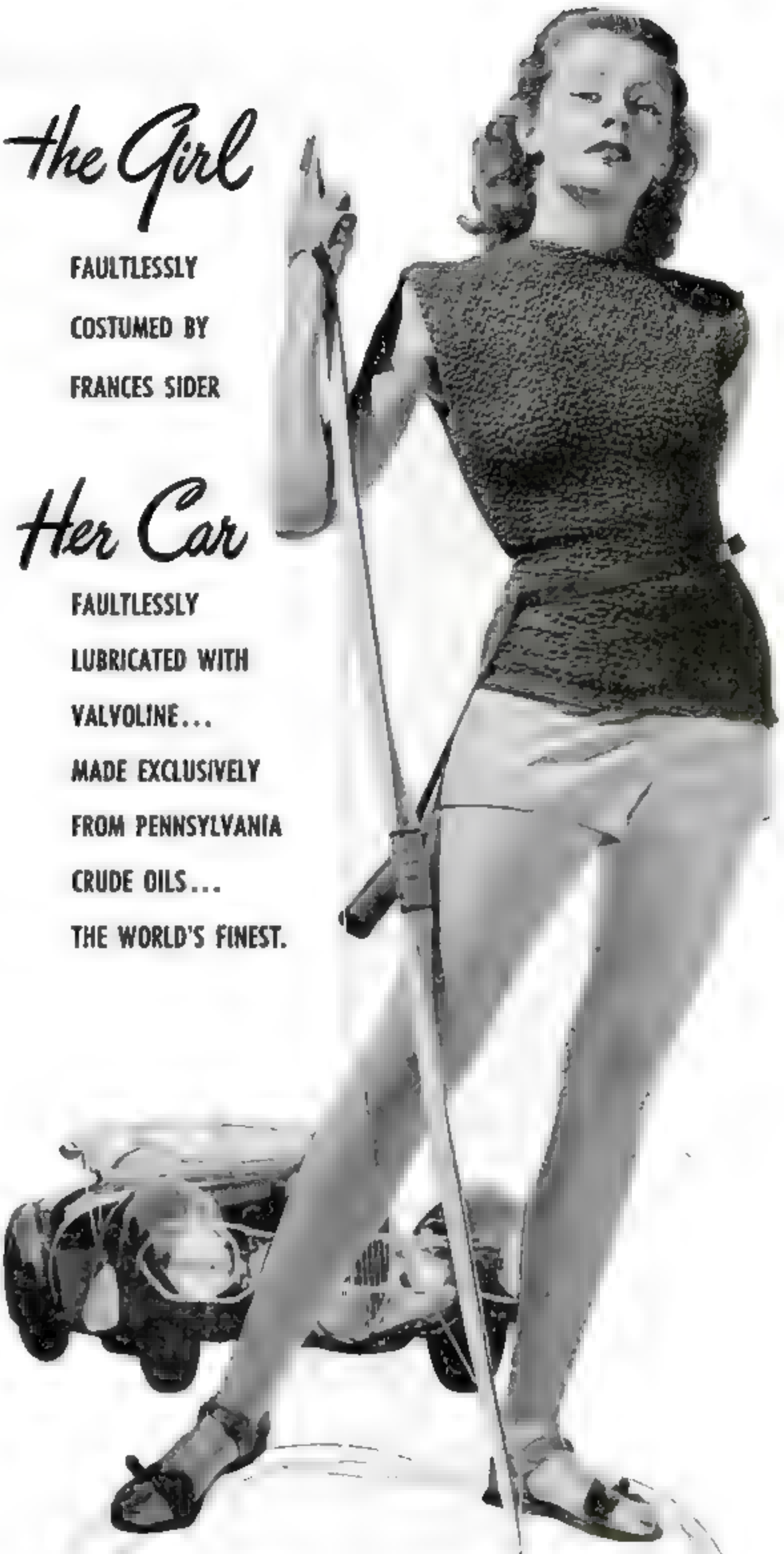
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The Girl

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COSTUMED BY
FRANCES SIDER

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CUBA'S TIN PAN ALLEY CONTINUED

carnival, reverts to the status of an illegal instrument. It has been outlawed except during fiestas for a good reason: the conga drum has been used as a jungle telegraph, roaring out secret messages from town to town in the Cuban hinterland and from neighborhood to neighborhood in Havana.

With few exceptions the instruments of Cuban music are constructed on native African models and are unquestionably the most primitive ones that have ever been used in civilized music. The Cuban Negroes make them out of dry gourds, hoe blades, old cutlery, skeletal remains, tree trunks, discarded cowbells and goat-skins. But their manufacture for the export market has now become a standardized industry. Even the exotic *quijada*, which is made out of the tooth-bearing jawbone of a horse, is now manufactured according to strict specifications. The Havana musical-instrument firm of José A. Solis, which supplies many of the world's foremost *quijada* virtuosos, lists the instrument with the following note "[The *quijada*] is composed of the inferior maxilar of native horses of about 2 years old, prepared in such a manner that when struck with the fist produces a peculiar vibration very original and solely of this instrument. Dimension are: 14 in. long. Weight 1,250 grs."

The indispensable trademark of all rumba bands is, of course, a pair of maracas, or gourd rattles, which are shaken with unremitting enthusiasm by a musician who devotes his entire career to the craft. Closely related to these are the *guiros*, or "nutmeg graters,"—long gourds with corrugated surfaces which are scraped with a nail or bit of wood and emit a sound somewhat like the continued cranking of an outboard motor. A pair of *bongos*, or large drums made of hollow tree trunks and calfskin and thumped with the bare hands, is also to be considered standard equipment.

A large rumba band is incomplete without at least one big conga drum, which is made of either a hollow tree trunk or an old barrel. A very high-class rumba band may also contain a *marimbula*—a large boxlike instrument with a series of metal tongues attached to it. When plucked with the fingers like the tongue of a jew's-harp, these strips of metal give forth a powerful twanging sound resembling that of a bull fiddle. The *marimbula* is a common instrument in the Belgian Congo. The *Nañigos* make it out of old boxes or suitcases and discarded clock springs. Cowbells and Chinese wood blocks may be added. So may a large earthenware jug called a *botija*, which is precisely the same instrument as that used by old-time American Negro jug bands. One notable feature about all these instruments is that none of them, except possibly the *marimbula*, is capable of carrying a tune. In the primitive backwoods ceremonies of the Cuban Negroes this deficiency is filled, if at all, by the human voice. In the rather prim-sounding *danzóns* of Havana, flutes and guitars often provide the melody. But in rumba music as Americans know it, the percussive symphony of the primitive Cubans is drowned in a standard orchestration of violins, pianos, accordions, saxophones, trumpets and so on.

Such refinements are the price paid for civilization. The primitive *Nañigo* can make music out of practically anything. One of his favorite instruments that has, as yet, failed to appear in standard nightclub bands, is the door. To play the door, you remove it from its hinges, rest one end of it lightly against your knees and pound it deliciously with both fists. The result is extremely sonorous.

Cuba's No. 1 composer

AT the opposite end of the Cuban musical spectrum from door-playing is the lucrative art of composing Cuban music for the international market. And in this art Cuba has produced a large handful of the world's most famous popular composers. One of them was the late Moises Simons, who won himself a permanent place in history by writing the famous *Peanut Vendor*. Another is Eliseo Grenet, nightclub owner and dean of Cuban bandleaders, whose pro-African *Cuban Lament* so enraged the Cuban dictator, Machado, that he had Grenet chased all the way to Barcelona, Spain. Grenet's masterpiece is the popular tune *Mama Inez*. The undisputed king of Cuban popular music is, however, a mild-mannered, melancholy looking man named Ernesto Lecuona.

Lecuona is a unique phenomenon in the world of popular music. Mention his name in any random gathering of Americans and the chances are you will draw a blank. But you will seldom meet an American who is unfamiliar with his durable song hits. Some of them are such old familiar tunes that people are always attributing them vaguely to some long dead classical composer. Other tunes



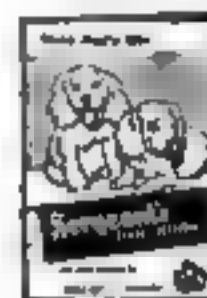
No time for tears

• I'm not crying, folks. I'm as brave as the next guy—but I've got worms, and watery eyes are a symptom.

The tears will go if you treat me with Sergeant's SURE SHOT Capsules. They're safe, thorough, gentle on my system, and they kill worms fast!

Sergeant's Puppy Capsules give pups, and small dogs weighing less than 10 pounds, the same sure relief from worms.

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Norman Rockwell, distinguished member of the After-Shave Club, as sketched by fellow-member Constantin Alajalov.

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*Invites
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ONE OF THE WORLD'S
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A FEW OF THE MEMBERS

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Ely Culbertson Albert Spalding Ted Husing



TOP CUBAN COMPOSER Lecuona makes a habit of commuting between Havana and New York. His song *Malagueña* has been a U.S. hit for 16 years.

CUBA'S TIN PAN ALLEY CONTINUED

are constantly nudging the top numbers on each year's hit parade. Still others are genuine classics familiar to every aspiring piano student. Among a list of some 300 compositions that Lecuona has turned out during the past 40 years, the most universally known is probably the sultry song *Siboney*, which is sometimes jokingly referred to as the Cuban national anthem. It is closely seconded in popularity by the ubiquitous piano pieces *Malagueña* and *Andalucía* (*The Breeze and I*), and by an enormous sheaf of popular songs (*Say 'Si Si,' Always in My Heart, Noche Azul, Two Hearts That Pass in the Night, Maria My Own, Jungle Drums, I'm Living from Kiss to Kiss* and so on) that are played and sung in nightclubs, ballrooms, restaurants, ball parks, bars and broadcasting studios from Alaska to Tierra del Fuego.

In the song-publishing houses of Manhattan's Tin Pan Alley, Lecuona's compositions are known as "standards," or perennial best-sellers. Where the average Tin Pan Alley hit has a life of a few months, Lecuona's tunes go on selling for decades. *Siboney* has been recorded by every major record company two or three times over and is still going strong. *Say 'Si Si'* has sold almost a million copies in the U.S. alone. *Malagueña*, with a steady sale of 100,000 copies a year since 1931, has set something of a record in the catalogs of its New York publisher. In arrangements for everything from brass band to piano accordion, it is the most consistent best-seller in the U.S. It has even passed the durable record of what was previously the all-time champion in long-term U.S. popularity, Paul Lincke's death-defying, 45-year-old classic, *Glow Worm*.

He takes his admirers with him

LECUONA is a large, unquenchably good-natured 51-year-old Cuban with tobacco-brown eyes and a small vocabulary of infra-Basic English. He commutes indefatigably between a cluttered apartment in Havana and a suite in a midtown New York hotel. Despite an untiring effort at sartorial elegance, he looks (as his friends are continually pointing out) exactly like Comedian Zero Mostel. A distinctly sedentary type of man, he is nearly always to be found slumped wistfully in an easy chair, surrounded by a chattering group of loudly dressed Latin admirers who follow him wherever he goes, eating his food and drinking his liquor in unlimited quantities. Lecuona himself seldom touches a drink. He regards this portable bedlam with an absent, preoccupied air, occasionally rising with an apology to go to a nearby piano and thump out a few tunes over the din of conversation. "After all," he explains defensively, "a man ought to be able to play the piano in his own house."

Though his royalties are calculated in the tens of thousands, Lecuona has none of the characteristics of a man of wealth, except

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Precious pre-war
BOTTLED IN BONDS



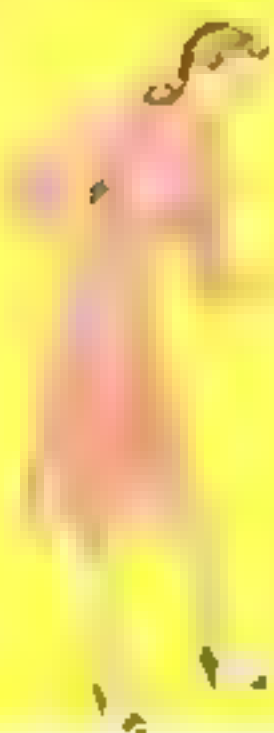
from *Schenley*
the House
of
Aged Whiskies

for "Elegance in Taste"



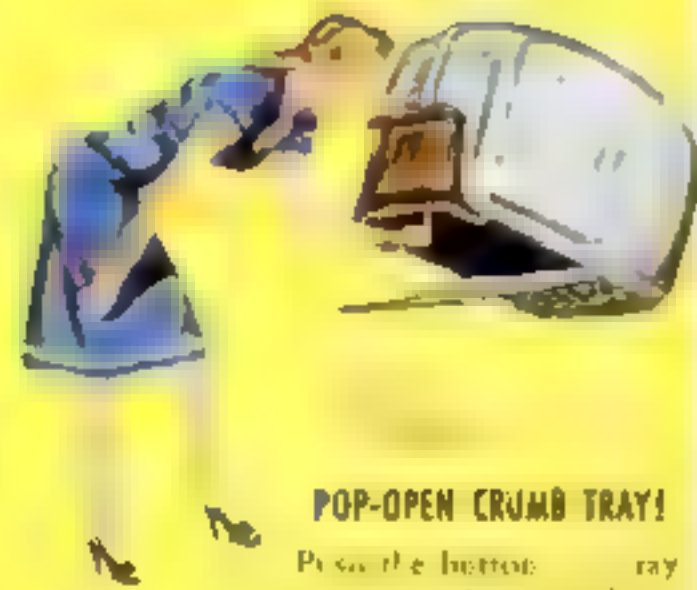
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Carry the toaster safely and easily. No need to lift it by the cord.



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A *New* TOASTMASTER TOASTER IS HERE!

Beautiful, isn't it? What's under the cover you'll find even more impressive . . . and worthy of the way you've waited. Smooth, steady, silent, money-saving "Toaster-master"* service. Yes, here is newness to please your eye, your patience, and your purse. At your dealer's as fast as we can carefully turn out America's finest *new* toaster.

CUBA'S TIN PAN ALLEY CONTINUED

perhaps his rather absent-minded indifference to money. He is constantly giving away small sums to assist aspiring maracas players and cabaret singers, American as well as Cuban. Over the years the total of these gifts is undoubtedly immense.

Lecuona is such a celebrated figure in Latin America that when a man named Ricardo Lecuona was killed in a Colombian airplane crash, radio stations in Mexico, Chile, Peru, Brazil and Argentina went off the air for a silent minute of mourning under the mistaken impression that it was Ernesto who had been killed. Five years ago ex-President Batista of Cuba named him cultural attaché to the Cuban Embassy at Washington. As foreign propagandist for Cuba's native music he ranks second only to the redoubtable Spanish bandleader, Xavier Cugat. His unofficial career as Cuba's No. 1 musician, which has recently culminated in half a dozen scores for Hollywood and Latin-American movies, started in the cabarets and silent-movie houses of Havana. As a child of 11 he had already borrowed a pair of long pants and organized his first orchestra. A two-step called *Cuba y America*, which he composed at that early age, is still in the standard repertory of Cuban military bands. His first big international success arrived in 1922, when he toured America and appeared for eight consecutive weeks at the Capitol theater in New York, introducing his *Malagueña* and *Andalucía* to U.S. audiences.

While *Malagueña* and *Andalucía* were typical Spanish-style "salon pieces" which might easily have been turned out by Latin composers on either side of the Atlantic, *Siboney*, which he introduced in 1927, sounded the typically Cuban note that was to infect U.S. dance enthusiasts with the rumba epidemic. The whole epidemic, as Cubans have since frequently pointed out, was based on a monstrous misconception. *Siboney* was not a rumba at all. Neither is *The Peanut Vendor*. The mistaken and lucrative idea that they were, germinated in the head of the canny Tin Pan Alley Music Publisher Herbert E. Marks, who has since become the largest importer of Latin-American music in the U.S. In Cuba the rumba is an athletic exhibition dance requiring an enormous expanse of space and an amount of inspired wriggling that would reduce the average American dance floor to something resembling a choreographic hockey arena. Its music is fast and extremely furious. The dance that Americans have imported under its name is also authentically Cuban, but it is known in Cuba as the *son* (rhymes with "tone"). The misconception started when the Marks publishing company issued *The Peanut Vendor* as a *son* and found its bewildered customers arguing at retail music counters: "Must be a misprint. Whaddaya mean, 'song'?" The directors of the Edward B. Marks Music Corp. immediately went into a huddle and decided to call it a rumba instead. And to unsuspecting Americans it has remained a rumba ever since.

At the moment the *son's* popularity is threatened in Havana by a new dance known as the *botacita* (the little boat), and enterprising U.S. dance promoters like Arthur Murray are scurrying to Cuba hoping to find it a new terpsichorean gold mine. As danced in the music halls and on the streets of Havana, it is a thing of regimental proportions in which throngs of happy Cubans rock from side to side in a boatlike rhythm with their hands on their hips. Like most Cuban dance crazes, it can be blamed squarely on the Naniños and where it will all end nobody can tell.



ANNUAL CARNIVAL, the *comparsas*, floods Havana's streets with costumed natives dancing and singing to the accompaniment of giant conga drums.

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No other bra and girdle can give you this glamorous figure line, above the waist and below. Because only Life Bra and Life Girdle are so cleverly tailored to fit and work together, for enhancing curve-control with supple comfort. No wonder more women wear these Formfit creations than any other underfashions. Life Bras \$1.25 to \$3.50. Life Girdles \$7.50 up. Be fitted today.

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YOUNG HORSEWOMEN, Mary (left) and Jane Dodson, twin 9-year-old daughters of Mr. and Mrs. Truman Dodson IV of Charlottesville, Va., lean on the fence to watch

their elders perform. The twins won seven prizes between them: two firsts, one second, two thirds and two fourths. Mary is distinguished from Jane by a tiny mole on her face.



HORSES AND RIBBONS FRAME RIDER BOSLEY

Life Goes to the Warrenton Horse Show

Exclusive Virginians show their horses and women in one of the South's top equestrian exhibitions

Situated in the center of Fauquier County and surrounded by miles of superb fox-hunting country is Warrenton, Va., the fox-hunting capital of America. Although its citizens ride horses, talk horses, and in fact smell strongly of horses much of the time, their normal preoccupation seems like indifference when compared with what goes on during Warrenton's annual horse show. This event is the largest and the most fashionable of its kind in Virginia. This year's show drew more than 1,100 entries who competed for nearly \$10,000 in prizes (made up by entry fees in the various events) plus an impressive assortment of silver cups and bowls (right). Although horseflesh and horsemanship determined the winners in most events, a few, like the Corinthian Class, were judged also on "appointments," which means clothing and equipment and which for ladies should include a luncheon case of sandwiches and a full flask of whisky. Gentlemen may omit the sandwiches.



OFFICIAL BOARD gives Rider Betty Baldwin a rundown of the day's prize-winners. The top money winner of the show, Mrs. John Maloney, took in \$778.



GOOD JUMPING FORM is displayed by Dorothy Craig of Arlington, Va. as she guides her mount, The Squire, up over a 3½-foot barrier. Despite the fine leap they failed to get a prize.



SILVER TROPHIES gleam on the judges' stand. At right is the John Payne Memorial Trophy, locally known as the "bathtub," which can easily hold a sitting man or 47 quarts of champagne.



CHILDREN'S PONIES are judged for conformation and performance. Winner of the class, who also had to ride her mount over 2½-foot jumps, was 10-year-old Terry Drury (left foreground).



BRUCE FLOOR CLEANER

Guaranteed by Good Housekeeping

End on-your-knees floor scrubbing for only \$1.89*

Now! Clean, Wax and Polish Standing Up ... with new Bruce Doozit!

The wonderful, back-saving new Bruce Doozit is here! Used with famous wax-rich Bruce Floor Cleaner, the Doozit whisks away dirt and dullness ... leaves wood floors and linoleum spotlessly clean and lustrously beautiful.

Magic Pad Does the Work!

The Doozit's amazing cleaning and polishing power is in the pad. That's what makes it so easy to use. Just pour a small amount of Bruce Floor Cleaner on the wood or linoleum. A few effortless strokes of the Doozit do the rest. Doozit pads are easily replaced and economical.

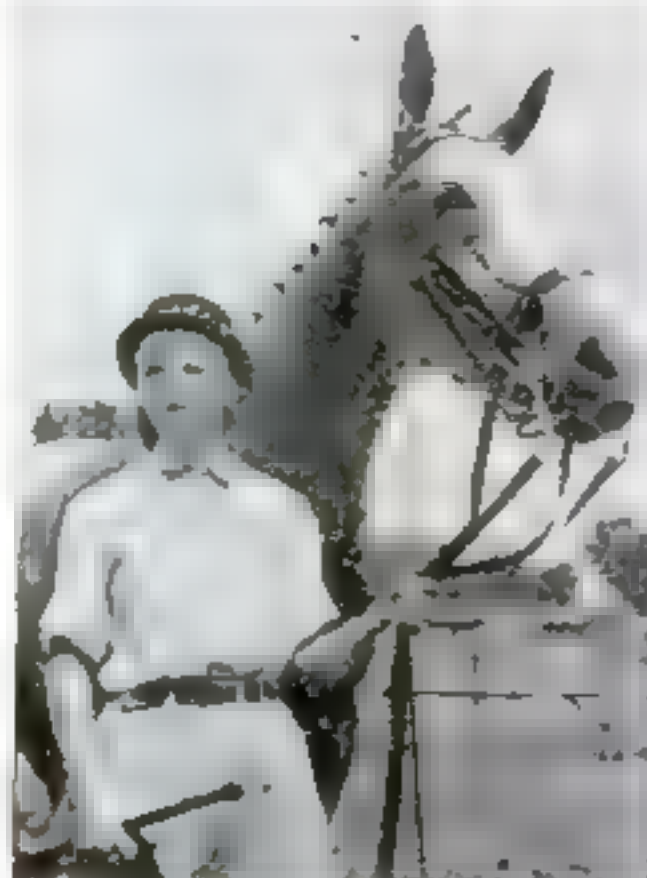
Bruce Floor Cleaner Protects and Beautifies!

Famous Bruce Floor Cleaner combines safe, dirt-loosening agents with a rich non-slip wax base to give floors a complete beauty treatment in a single application. Because it contains no water, Bruce Floor Cleaner is ideal for every kind of wood and linoleum floor. It's marvelous for cleaning and polishing woodwork and furniture, too.

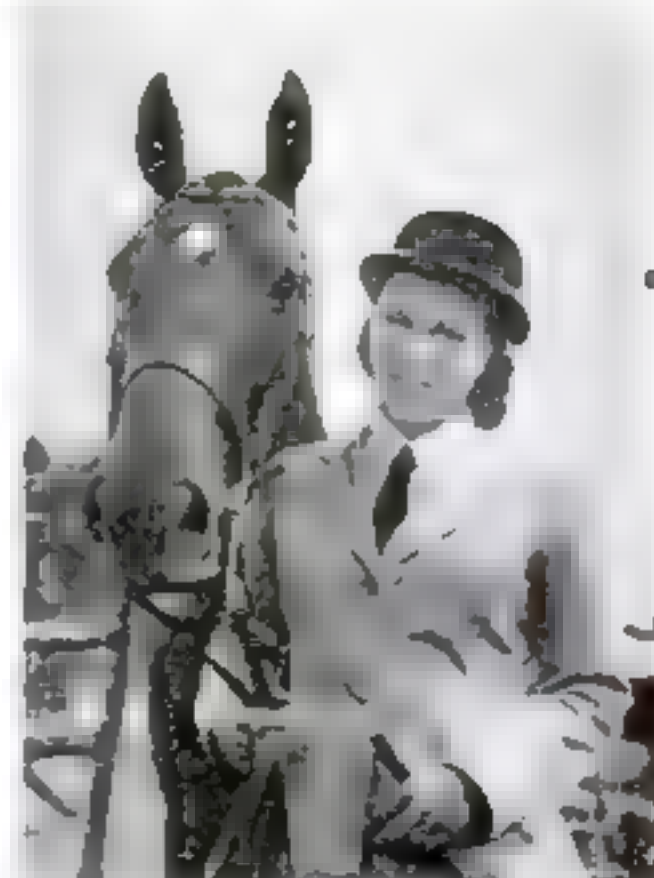
*Bruce Doozit \$1.89—Extra Pads 19¢ each
At leading stores everywhere

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World's Largest Maker of Hardwood Floors



MARY DAVY and Clifton's Champ took fourth prize in a jumping stake.



BETTY BALDWIN from Westchester, Pa. won \$100 with Brandywine.



ANGIE LEE SANDERS and Servex won first prize in a hunters' class.



MRS. H. W. PERRY displays a blue rosette she won with February Thaw.



VETERAN COMPETITOR Mrs. Fletcher Harper turned up this year as a spectator. For years she rode sidesaddle expertly, but some time ago, fearful of getting lopsided, she had her saddle rebuilt from the left to the right side.

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RONSONOL FUEL

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MEDICO FILTERED SMOKING

MAKE THE 1-PACK TEST

START WITH A FRESH FILTER
Smoke just one pack of cigarettes—then look at the filter.

HOLDER \$1
with box of ten filters

YOUR EYES CAN SEE THAT Medico-filtered smoking cuts down nicotine and irritating tars. For full benefits, replace filter when discolored. Makes your favorite cigarette taste better.

Only these patented filters have the 66 baffles that whirl the smoke cleaner and cooler into your mouth. For pipes, cigarette and cigar holders.

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*As sure as sure can be, the first sip of
OLD TAYLOR will confirm the warm and mellow flavor
foretokened by its rich, golden color. It is equally certain
that those who share OLD TAYLOR with you will long
and gratefully remember the occasion.*

*For OLD TAYLOR is topmost choice
in any company, any time.*



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WHITEHALL...

White Broadcloth With "Locked-In" Lustre
of Imported Egyptian Cotton

60% stronger by test* than shirts at the same and
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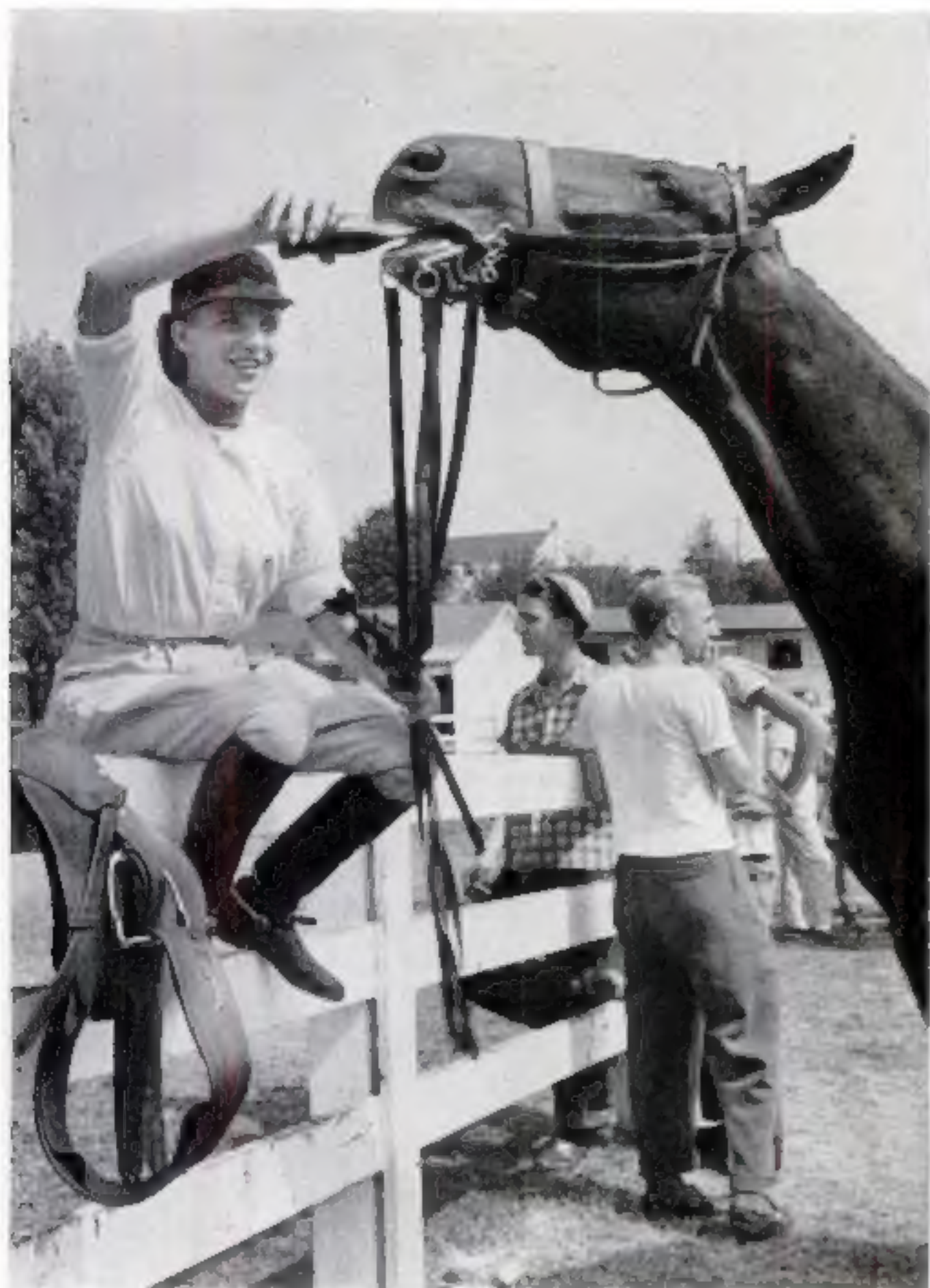
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Jayson Shirts from \$3.25 • Jayson Pajamas from \$3.50

Jayson Sportwear from \$3.75



THIRSTY HORSE gets a bottle of pop, his favorite drink, for placing sixth in the Keswick-Warrenton Hunter Stake. Rider, Betty Bosley, received \$20.



THIRSTY SPECTATOR, who was too young to ride but was obviously born to straddle a horse, swallows the entire contents of soft-drink bottle by herself.

CONTINUED ON NEXT PAGE



It's been going on for 20 years—this pre-testing of Poll-Parrots by selected groups of boys and girls. And because of it your child gets shoes that protect and guard growing feet. Such *fit* advantages as straight-tread lasts, age-conforming arches. Such *wear* advantages as extra reinforcements in all vital parts. Insist on Poll-Parrots.

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A ROUND OF PARTIES traditionally ends each day of Warrenton Horse Show. Here teen-agers enjoy a swimming party at the Juan Caballos' pool.



MIDNIGHT PICNIC, given by Eve Prime (right), followed party (above). Eve arranged her college schedule so she can come home to hunt four days a week.



DRINKS ARE SIPPED by the guests of Margaret Hinkley (center). On the wall are the masks and brushes (heads and tails) of foxes killed in past hunts.



MR. ROBERT L. SMITH, DISTINGUISHED NEWSPAPER EXECUTIVE

For Men of Distinction... **LORD CALVERT**

Lord Calvert...so rare, so smooth, so mellow...is a distinguished whiskey, intended expressly for those who appreciate the finest. Have your next highball made with Lord Calvert and discover how light and mild... how genuinely pleasant is the taste of this distinguished whiskey. Tonight...speak the name Lord Calvert!

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

Spic and Span

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Announces Big Cash Contest!

WIN \$100 A MONTH Every Month of Your Life!

(OR \$20,000 CASH IN ONE LUMP SUM)

IMAGINE WINNING
A STEADY INCOME!
WE COULD
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**1...\$1000 BILL 10...\$100 BILLS
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1056 Big Cash Prizes!

Offered in Spic and Span Contests!

SO EASY TO ENTER!

Simply finish this sentence . . . "I use SPIC and SPAN because . . ." Finish it, in 25 additional words or less. With each entry include one SPIC and SPAN box top or facsimile. Send to SPIC and SPAN, Dept. M, Box 357, Cincinnati 1, Ohio.

DON'T MISS YOUR BIG OPPORTUNITY TO win financial security . . . independence . . . freedom from money worries for the rest of your life!

FOLLOW THESE EASY RULES

1. Complete this sentence, "I use Spic and Span because . . ." in 25 additional words or less. Write on one side of a sheet of paper or on an official entry blank. Entry blanks may be obtained at your dealer's. Print plainly your name and address. Send in as many entries as you wish.

2. Mail to Spic and Span, Department M, Box 357, Cincinnati 1, Ohio. Enclose the top from a Spic and Span package (or a facsimile) with each entry.

3. Any resident of the United States or Canada may compete, except employees of Procter & Gamble, their advertising agencies, and their families. Contests subject to all federal, state, and Dominion regulations.

4. There will be five weekly contests, each with an identical list of prizes. Opening and closing dates:

OPENS		CLOSES	
First Contest	Now	Saturday Midnight	October 4
Second Contest	Sunday, October 5	Saturday Midnight	October 11
Third Contest	Sunday, October 12	Saturday Midnight	October 18
Fourth Contest	Sunday, October 19	Saturday Midnight	October 25
Fifth Contest	Sunday, October 26	Saturday Midnight	November 1

Entries received before Saturday, October 4 will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest must be postmarked before midnight, November 1 and received by Midnight, November 15, 1947.

5. Entries will be judged for originality, sincerity, and aptness of thought. Judges' decisions will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents, and ideas therein become the property of Procter & Gamble.

6. The grand prize to be awarded at the end of the final contest will be \$100 a month for life, to be provided by an annuity policy paid for by Procter & Gamble, or the grand prize winner may take \$20,000 in cash instead of this annuity. In addition, the following cash prizes will be awarded each week:

One prize of \$1,000 Bill • Ten prizes of \$100 Bills
Two Hundred prizes of \$10 Bills

The grand prize winner will be selected from among the five weekly \$1,000 winners. All prizes will be awarded by Procter & Gamble.

7. The winner of the \$1,000 Bill in each week's contest will be announced over Spic and Span's radio program, "Life Can Be Beautiful" and "Perry Mason," in the U. S. ("Pepper Young's Family" in Canada), shortly after the close of each contest. The grand prize winner will be announced as soon as possible after the close of the final contest. All other winners will be notified by mail. Winner lists will be available on request, approximately one month after the close of the final contest.

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Cleans Painted Walls, Woodwork, Linoleum...with
No Rinsing! No Wiping!

No Soap Cleans So Beautifully . . .
Yet So Quickly and Easily!



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CONTEST IDEAS COME EASY . . . when you use Spic and Span, Procter and Gamble's wonderful new cleaner. Wait'll you see how Spic and Span cleans painted walls, woodwork, linoleum . . . dozens of things . . . to shining perfection . . . with No Rinsing! No Wiping! It's something to write about . . . something to shout about.

A BRIGHT, SHINING HOUSE every day . . . that can happen to you! And with half the work! Simply dissolve Spic and Span in hot water, wring out a soft cloth well . . . and whisk over walls or woodwork. Smudges vanish just like that! And the paint shines out like the sun. Yet there's No Rinsing! No Wiping!

WHAT A DIFFERENCE in your fall cleaning. Storm window frames, porches, venetian blinds . . . Spic and Span does every job twice as fast! A few quick rubs . . . then look! Everything sparkles. But not once do you rinse or wipe dry. There's nothing like Spic and Span.

GET ENTRY BLANKS AT YOUR DEALER'S TODAY!

